

AUG. 15-21, 1988

PROGRAM NAME						KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
DAY	TIME	DUR	NET OF	NO. T/C	#STNS		CVG%	TYPE	AVG. AUD.	SH %	AVG. AUD. 0,000	TOTAL WORKING PERS				LOH WOMEN				W O M E N					M E N					T E E N S		CHILDREN	
												PERS	WOMEN	18-49	18- W/CH	18-	18-	25-	35-	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	TOT.	FEM.
EVENING CONT'D																																	
CAMPAIGN '88 / CONVENTION-M-CONT'D 11.30 - 12.00						A	5.3	12	470			1464	258	181	16v	757	142	295	333	354	390	619	187	300	303	279	268	46^	20v	43^	34v		
CAMPAIGN '88 / CONVENTION-TU(S) TUE 9.00P 171 CBS 209 99 P						A	5.2	10	461			1504	216	131^	35v	767	153	282	288	327	430	613	153	274	289	276	285	34v	23v	91^	54^		
REPUBLICAN-TUESDAY 9.00 - 9.30						A	4.8	9	425			1511	188	124^	67^	763	176	306	290	282	414	584	128^	251	275	274	277	51^	28v	112^	58^		
9.30 - 10.00						A	5.0	9	443			1442	178	102^	42^	732	137^	258	255	291	433	593	134^	246	277	270	289	40^	27v	76^	40^		
10.00 - 10.30						A	5.2	10	461			1471	193	104^	27v	747	144	258	247	289	443	633	159	290	311	279	287	28v	19v	63^	27v		
10.30 - 11.00						A	5.1	10	452			1553	219	128^	33v	780	161	284	292	332	433	657	172	308	323	289	300	24v	19v	92^	56^		
11.00 - 11.30						A	6.0	13	532			1550	257	162	22v	791	141	287	320	397	433	620	161	276	277	282	295	29v	24v	110^	79^		
11.30 - 12.00						A	4.8	11	425			1564	284	181	20v	833	174	325	349	390	439	605	176	279	280	269	269	30v	22v	96^	66^		
CAMPAIGN '88 / CONVENTION-WED(S) WED 9.00P 193 CBS 210 99 P						A	5.3	11	470			1381	229	163	39^	763	167	301	286	314	414	538	139	228	233	222	265	24v	14v	57^	35v		
REPUBLICAN-WEDNESDAY																																	
CAMPAIGN '88 / CONVENTION-TH(S) THU 8.00P 207 CBS 211 99 P						A	6.2	12	549			1454	192	116^	40^	754	116	232	240	310	475	605	122	243	279	282	309	27v	5v	68^	41^		
REPUBLICAN-THURSDAY 8.00 - 8.30						A	5.0	10	443			1383	171	94^	46^	750	109^	199	211	298	510	533	79^	184	202	253	315	38^	14v	61^	28v		
8.30 - 9.00						A	5.3	10	470			1443	193	97^	30v	770	96^	184	209	316	530	591	88^	196	243	290	338	25v	4v	56^	23v		
9.00 - 9.30						A	6.3	12	558			1445	175	98^	48^	756	105^	224	238	302	489	594	109^	230	277	286	308	29v	5v	65^	37^		
9.30 - 10.00						A	6.5	12	576			1473	186	113	47^</																		

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

16 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 15-21, 1988

PROGRAM NAME					K E Y	HOUSEHOLD		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
						AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL		WORKING	LOH	W O M E N					M E N					T E E N S		CHILDREN			
DAY	TIME	DUR	NET	NO. OF T/C					PERS	WOMEN	18-49		18-	18-	25-	35-		18-	18-	25-	35-		TOT.	FEM.	TOT.	TOT.		
	#STNS	CVG%	TYPE			%	%	0,000	(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12-17	12-17	2-6	11
EVENING CONT'D																												
DECISION '88-REP CONV-TU-CONT'D																												
TUE	9.00P	167	NBC																									
	204	99	P																									
	9.00 - 9.30				A	7.1	14	629	1429	214	155	61^	764	128	280	288	312	444	542	126	220	238	231	276	46^	18^	76^	54^
	9.30 - 10.00				A	6.3	12	558	1466	213	150	83^	767	150	289	299	311	436	562	156	255	257	221	275	36^	7^	100^	62^
	10.00 - 10.30				A	5.2	10	461	1512	224	162	76^	769	178	309	284	306	427	561	159	243	247	226	280	94^	30^	88^	62^
	10.30 - 11.00				A	5.1	10	452	1505	221	159	68^	746	163	308	298	319	387	590	162	278	277	267	277	105^	43^	64^	48^
	11.00 - 11.30				A	6.4	13	567	1450	225	139	54^	750	154	309	299	331	382	590	169	272	268	242	274	66^	25^	44^	23^
	11.30 - 12.00				A	5.3	12	470	1449	204	147	59^	721	183	325	303	289	357	628	227	331	308	223	250	47^	10^	53^	37^
DECISION '88-REP CONV-WED(S)																												
WED	9.00P	201	NBC		A	5.3	11	470	1410	217	136	54^	755	134^	274	288	313	429	554	127^	252	252	245	269	57^	16^	45^	30^
	204	99	P																									
	9.00 - 9.30				A	5.4	10	478	1421	222	146	68^	741	139	274	269	297	431	544	139	259	253	244	253	64^	28^	71^	38^
	9.30 - 10.00				A	5.4	10	478	1459	218	137	55^	779	136	270	277	314	459	563	115^	227	248	257	292	62^	23^	55^	41^
	10.00 - 10.30				A	4.8	9	425	1387	215	129^	61^	740	122^	251	270	310	437	546	102^	222	244	244	291	72^	18^	28^	19^
	10.30 - 11.00				A	5.0	10	443	1429	240	148	55^	772	141^	282	306	325	427	553	109^	262	264	264	265	60^	11^	44^	29^
11.00 - 11.30																												
11.30 - 12.00																												
12.00 - 12.30																												
DECISION '88-REP CONV-THU(S)																												
THU	9.00P	149	NBC		A	7.0	13	620	1550	242	178	86^	772	185	349	330	321	378	599	199	338	319	263	218	59^	27^	120	67^
	205	99	P																									
	9.00 - 9.30				A	7.7	14	682	1495	249	197	95	722	205	367	353	284	315	536	194	315	304	243	170	59^	25^	178	106
	9.30 - 10.00				A	7.0	13	620	1526	234	167	84^	765	183	335	317	306	382	573	200	326	317	247	199	56^	23^	133	72^
	10.00 - 10.30				A	6.5	12	576	1578	249	180	97^	815	179	356	328	347	416	592	191	343	316	264	213	54^	21^	118	58^
	10.30 - 11.00				A	7.1	13	629	1565	244	179	85^	774	184	331	311	318	396	649	208	359	334	283	247	54^	25^	88^	46^
	11.00 - 11.30				A	6.9	14	611	1546	224	161	67^	767	163	342	329	349	379	635	197	339	316	272	261	69^	39^	74^	44^
DISNEY SUNDAY MOVIE(R)																												
SUN	7.00P	60	ABC	8	A	6.3	13	558	1665	274	227	74^	728	239	406	378	319	268	605	190	364	362	313	187	74^	37^	258	161
	212	99	FF	42	B	5.6	12	493	1672	228	177	75	638	219	358	339	285	235	589	209	372	352	284	178	111	46^	334	207
	7.00 - 7.30				C	9.1	16	805	1953	268	223	99	701	275	470	424	321	193	587	238	424	397	290	124	190	94	475	302
DOWN THE LONG HILLS, PT.1																												
	7.30 - 8.00				A	5.8	13	514	1694	272	219	71^	757	246	414	388	327	286	606	188	374	382	318	171	68^	34^	263	165
	7.30 - 8.00				A	6.7	14	594	1664	280	238	78^	714	236	405	374	317	258	613	196	361	349	313	204	80^	40^	257	160
DUET(R)																												
SUN	10.00P	30	FOX	7	A	3.0	5	266	1523	342	330	121^	615	324	493	414	230^	107^	577	371	476	322	179^	71^	141^	78^	190^	135^
	120	82	CS	7	B	3.3	6	289	1591	320	289	108^	660	341	510	401	256	123	568	320	466	343	201	77^	160	97^	203	135
	10.00P	30	FOX	7	C	3.3	6	289	1591	320	289	108^	660	341	510	401	256	123	568	320	466	343	201	77^	160	97^	203	135
'88 VOTE:REP CONV 9:00-MO(S)																												
CONT'D					A	6.8	13	602	1538	231	150	41^	787	144	283	298	355	449	658	133	296	320	345	301	41^	12^	51^	34^

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

18 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 15-21, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
									TOTAL WORKING				W O M E N					M E N					T E E N S		CHILDREN		
DAY	TIME	DUR	NET	NO. OF	AVG. AUD.	SH %	AVG. AUD.	PERS	WOMEN	18- 49	18- W/CH	18- 49	18- 34	18- 49	25- 54	35- 64	55+	18- 34	18- 49	25- 54	35- 64	55+	TOT.	FEM.	TOT.	TOT.	
#STNS	CVG%	TYPE	T/C		%	%	0,000	(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12- 17	12- 17	2- 11	6- 11
EVENING CONT'D																											
'88 VOTE:REP CONV 9:00-M-CONT'D																											
MON 9.00P 166 ABC																											
209 99 P																											
9.00 - 9.30																											
9.30 - 10.00																											
10.00 - 10.30																											
10.30 - 11.00																											
11.00 - 11.30																											
11.30 - 12.00																											
'88 VOTE:REP CONV 9:00-TU(S)																											
TUE 9.00P 167 ABC																											
209 99 P																											
9.00 - 9.30																											
9.30 - 10.00																											
10.00 - 10.30																											
10.30 - 11.00																											

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

20 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 15-21, 1988

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE OF T/C						K E Y	HOUSEHOLD AUDIENCES AVG. AVG. AUD. SH AUD. % % 0,000			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																
										TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN
							PERS	WOMEN	18-49		18-	18-	25-	35-		18-	18-	25-	35-		TOT.	FEM.	TOT.	TOT.		
(2+)	18+	49	<3		18-	18-	25-	35-		18-	18-	25-	35-		12-	12-	2-	6-								

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

22 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 15-21, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
								TOTAL WORKING				W O M E N					M E N					T E E N S		CHILDREN				
								PERS	WOMEN	LOH	18-49	18- 18- 25- 35-	18- 18- 25- 35-	18- 18- 25- 35-	TOT. FEM.	TOT. TOT.												
DAY	TIME	DUR	NET	NO. OF	AVG. AUD. %	SH %	AVG. AUD. 0,000	(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12- 17	12- 17	2- 11	6- 11	
EVENING CONT'D																												
HUNTER(R)-CONT'D																												
	10.00 - 10.30				A	12.4	26	1099	1629	298	206	92	822	193	384	376	410	379	499	125	234	238	253	221	143	96	165	105
	10.30 - 11.00				A	13.2	29	1170	1579	286	195	77	800	185	368	364	410	371	504	124	228	222	252	237	143	93	133	105
I MARRIED DORA(R)																												
FRI	9.30P	30	ABC	8	A	9.2	18	815	1640	241	196	74^	734	239	418	398	316	266	449	171	287	283	190	119	140	80	316	238
	176	90	CS	13	B	9.4	19	834	1573	271	212	89	757	259	412	359	296	303	414	154	252	228	176	135	138	90	264	183
					C	9.1	18	809	1570	269	207	91	757	253	409	361	299	306	422	160	255	231	177	138	133	89	258	174
JAKE AND THE FATMAN(R)																												
WED	8.00P	60	CBS	8	A	7.8	15	691	1527	285	199	35^	875	182	370	367	399	442	506	126	222	217	233	242	54^	32^	94	63^
	161	83	OP	11	B	9.4	19	836	1515	266	185	56	844	153	344	355	398	440	519	109	214	216	244	262	53	21^	99	60
	8.00 - 8.30				C	9.6	19	850	1514	267	189	55	837	154	348	359	400	428	520	108	215	222	250	262	58	25^	99	62
	8.30 - 9.00				A	7.5	15	665	1494	274	191	26^	861	165	352	363	401	442	501	115	208	212	238	250	50^	30^	82^	54^
					A	8.0	15	709	1578	299	209	44^	898	200	391	375	403	447	516	138	238	225	232	237	58^	34^	106	72^
LONER(S)																												
THU	8.00P	60	ABC	8	A	7.0	13	620	1579	246	183	50^	734	164	356	355	381	325	611	178	324	334	289	237	74^	30^	160	74^
	195	93	GD																									
	8.00 - 8.30				A	6.9	13	611	1582	247	184	48^	737	164	348	350	377	336	616	179	319	321	281	246	64^	25^	165	83^
	8.30 - 9.00				A	7.1	13	629	1577	244	181	51^	732	163	363	359	386	315	605	178	328	347	297	227	84^	35^	156	66^
LOVERS, PARTNERS & SPIES(S)																												
WED	8.00P	60	NBC	8	A	6.0	12	532	1505	255	184	63^	747	168	365	382	402	319	502	119^	242	274	269	207	91^	43^	165	104^
	188	94	A																									
	8.00 - 8.30				A	5.9	12	523	1529	254	184	56^	773	176	364	373	396	347	486	109^	226	259	254	211	90^	44^	181	116^
	8.30 - 9.00				A	6.0	12	532	1506	261	186	70^	734	163	372	397	415	296	525	130	263	294	288	207	93^	41^	153	94^
MACGYVER(R)																												
SUN	8.00P	60	ABC	8	A	7.2	13	638	1643	286	240	57^	684	242	412	365	296	228	616	214	390	363	315	178	136	70^	207	121
	213	99	A	12	B	6.7	13	596	1744	252	212	60	660	234	415	367	299	211	644	222	420	397	330	180	139	61	301	201
	8.00 - 8.30				C	7.0	14	622	1748	259	216	65	672	235	423	372	310	214	654	233	435	407	335	173	140	58	282	184
	8.30 - 9.00				A	6.7	13	594	1632	286	242	50^	682	239	411	350	287	232	612	206	377	356	309	188	131	67^	208	120
					A	7.7	13	682	1652	286	238	63^	685	244	414	378	304	224	620	221	401	369	321	170	140	72^	207	121
MARRIED...WITH CHILDREN(R)																												
SUN	8.30P	30	FOX	8	A	6.7	12	594	1735	303	275	126	685	358	511	399	247	145	684	358	539	412	288	119	147	66^	219	130
	125	87	CS	44	B	6.3	12	558	1766	341	307	112	689	373	535	409	248	126	687	394	573	437	262	83	159	78	231	141
					C	5.1	8	456	1851	331	295	108	688	370	534	418	253	123	686	396	576	450	259	78	207	95	270	174
MATLOCK(R)																												
TUE	8.00P	60	NBC	6	A	10.8	21	957	1639	244	180	53^	871	152	367	360	398	454	580	123	256	267	268	269	77	32^	110	79
	192	94	GD	42	B	11.3	22	1000	1570	252	175	57	860	161	341	350	395	454	526	109	218	215	239	271	70	34	114	67
	8.00 - 8.30				C	15.8	26	1396	1615	257	170	49	883	134	322	352	435	491	576	98	221	230	284	312	67	33	90	53
	8.30 - 9.00				A	10.2	20	904	1646	247	187	53^	874	150	368	361	399	457	577	120	251	267	268	272	79	32^	116	87
					A	11.4	21	1010	1632	241	174	52^	869	154	367	359	397	450	583	126	261	266	268	267	76	32^	104	71
MR. BELVEDERE(R)																												
FRI	9.00P	30	ABC	8	A	10.2	21	904	1671	254	203	67^	722	248	420	374	312	255	485	201	327	296	203	112	161	87	303	212
	177	90	CS	23	B	9.9	21	876	1610	262	206	91	740	263	412	348	289	289	418	158	258	228	180	131	158	93	294	204
					C	10.4	20	920	1655	268	210	93	743	253	419	369	307	287	421	161	259	237	186	132	169	103	322	218

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

AUG. 15-21, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING				W O M E N					M E N					T E E N S		CHILDREN			
									PERS	WOMEN	LOH	18-49	18-	18-	25-	35-	18-	18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.
#STNS	CVG%	TYPE	T/C	%	%	0,000	(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12-	12-	2-	6-		
EVENING CONT'D																												
MURDER, SHE WROTE(R)					A	15.6	28	1382	1519	272	156	30^	875	94	267	298	437	547	544	75	166	188	249	338	33^	20^	67	50
SUN 8.00P 60 CBS 8					B	14.5	29	1288	1521	285	172	33	868	118	289	321	429	506	551	86	186	208	260	319	44	24	58	37
209 99 SM 48					C	18.4	30	1627	1590	306	192	38	889	130	322	356	447	495	585	93	216	240	296	320	49	25	66	41
8.00 - 8.30					A	15.1	29	1338	1518	261	149	32^	866	94	263	294	429	543	548	73	162	185	248	344	36^	21^	68	50
8.30 - 9.00					A	16.1	28	1426	1519	282	163	29^	882	94	271	301	445	551	540	76	169	191	251	333	31^	20^	66	50
NBC SUNDAY NIGHT MOVIE(R)					A	9.6	17	851	1594	266	226	84	707	258	450	410	315	208	651	265	434	386	308	164	129	72^	107	75
SUN 9.00P 120 NBC 8					B	12.6	23	1114	1685	297	236	76	722	253	454	417	348	218	660	248	450	418	330	167	137	62	166	117
192 94 FF 43					C	15.7	26	1393	1716	326	263	84	781	288	495	445	360	235	632	254	429	390	296	160	156	80	147	97
DRESS GRAY, PT. 1					A	9.2	16	815	1605	275	244	96	709	283	486	421	308	181	623	268	427	368	286	144	131	73^	142	98
9.00 - 9.30					A	9.7	16	859	1580	273	234	91	701	258	459	412	312	195	642	262	428	380	299	161	122	68^	115	81
9.30 - 10.00					A	9.7	17	859	1602	267	224	87	714	257	444	414	316	220	666	278	446	398	309	165	132	74	90	64^
10.00 - 10.30					A	9.7	18	859	1606	252	203	66^	712	237	417	398	327	238	679	254	437	400	341	186	132	74^	84	61^
10.30 - 11.00																												
NEW HART(R)					A	7.1	14	629	1475	320	258	85^	836	256	423	366	303	385	491	146	265	233	205	209	56^	31^	93^	53^
MON 8.00P 30 CBS 2					B	7.9	15	700	1445	297	235	71	797	245	405	373	319	357	492	144	258	236	209	211	60^	30^	95	59^
184 93 CS 2					C	7.9	15	700	1445	297	235	71	797	245	405	373	319	357	492	144	258	236	209	211	60^	30^	95	59^
FL PRE-SEAS FTBL-NBC-FRI(S)					A	7.7	17	682	1506	192	154	55^	496	157	274	269	232	177	809	290	509	491	370	247	79^	12^	121	68^
FRI 9.00P 203 NBC																												
208 98 SE																												
DENVER VS MIAMI					A	6.3	13	558	1557	192	138	71^	541	165	277	287	249	203	762	229	446	438	342	273	89^	25^	165	77^
9.00 - 9.30					A	7.6	15	673	1540	187	144	55^	504	167	263	263	211	189	839	306	511	484	350	275	81^	17^	116	48^
9.30 - 10.00					A	7.7	15	682	1543	173	142	62^	501	165	264	267	217	188	828	321	523	502	355	252	87^	10^	127	72^
10.00 - 10.30					A	8.1	16	718	1496	186	166	63^	477	154	274	267	220	168	826	322	525	513	358	240	77^	6^	115	66^
10.30 - 11.00					A	8.0	17	709	1444	184	158	51^	476	152	277	257	228	165	799	294	518	507	380	222	68^	7^	101	63^
11.00 - 11.30					A	8.4	20	744	1485	209	165	45^	496	155	292	272	255	164	793	273	514	492	397	225	77^	13^	120	75^
11.30 - 12.00					A	8.0	21	709	1452	210	159	32^	473	133	261	265	243	169	794	263	499	477	402	245	76^	11^	109	71^
12.00 - 12.30																												
FL PRE-SEASON FTBL.(S)					A	6.3	16	558	1507	199	167	60^	481	153	270	263	212	175	817	325	527	502	350	240	91^	20^	118	97^
SAT 10.00P 191 CBS																												
203 90 SE																												
WASHINGTON VS LA RAIDERS					A	7.0	15	620	1561	194	160	64^	504	146	270	271	210	197	848	321	518	516	357	275	85^	22^	123	81^
10.00 - 10.30					A	7.1	15	629	1525	194	170	57^	471	134	260	252	205	182	836	299	519	519	364	271	82^	18^	135	100^
10.30 - 11.00					A	6.7	15	594	1553	214	182	70^	495	175	290	273	221	163	845	324	552	536	384	233	75^	18^	138	121
11.00 - 11.30					A	6.4	16	567	1531	193	158	59^	505	169	282	284	219	181	820	329	535	509	348	239	89^	21^	118	105^
11.30 - 12.00					A	5.8	17	514	1475	189	153	48^	467	141	258	254	209	177	797	328	531	487	348	223	115^	19^	96^	86^
12.00 - 12.30					A	5.1	17	452	1477	216	182	64^	466	158	269	255	215	160	799	370	545	470	318	211	111^	24^	100^	93^
12.30 - 1.00																												
CONT'D																												

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

AUG. 15-21, 1988

PROGRAM NAME						K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %		SH %	AVG. AUD. 0,000	TOTAL		LOH 18-49 W/CH	W O M E N					M E N					T E E N S		CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
									PERS (2+)	WORKING WOMEN 18-		18- 49	18- 25- 35- 45+ 55+	18- 25- 35- 45+ 55+	18- 25- 35- 45+ 55+	18- 25- 35- 45+ 55+	18- 25- 35- 45+ 55+	TOT. 12- 17	FEM. 12- 17	TOT. 2- 6-	TOT. 6- 11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

28 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 15-21, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																								
								TOTAL WORKING				W O M E N					M E N					T E E N S		CHILDREN								
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	PERS (2+)	WOMEN 18-49	LOH 18-49 W/CH																						
#STNS	CVG%	TYPE									18- 49	18- 34	18- 49	25- 34	35- 44	55+	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	TOT. 12-17	FEM. 12-17	TOT. 2-6	TOT. 6-11
EVENING CONT'D																																
SPENSER: FOR HIRE(R)-CONT'D 10.30 - 11.00					A	7.0	15	620	1550	259	218	66^	757	247	427	419	323	278	569	187	342	305	278	200	103	52^	120	86^				
SPORTSBREAK-SAT SAT 8.58P 192 89 CBS SN 48					A	4.9	11	434	1482	262	201	94^	637	221	345	326	251	264	605	223	361	362	268	211	99^	51^	142^	94^				
					B	6.1	13	537	1576	262	199	89	692	225	380	352	308	276	644	237	405	405	296	197	87	30^	154	94				
					C	7.9	15	702	1680	292	223	78	762	226	412	399	357	294	664	219	396	398	323	214	108	43	146	91				
SPORTSBREAK-SUN SUN 9.56P 206 99 CBS SN 48					A	14.5	25	1285	1526	261	169	30^	793	126	321	345	421	415	612	119	251	289	306	309	37^	21^	84	39^				
					B	12.8	23	1135	1540	294	191	53	823	167	354	376	420	391	584	124	257	282	301	273	55	27	78	47				
					C	15.9	26	1411	1635	331	234	59	862	213	428	430	434	363	608	151	303	310	318	253	78	37	88	54				
SPORTSWORLD 10TH ANNIV.(S) FRI 8.00P 196 95 NBC SA					A	4.6	10	408	1609	234	186	70^	633	199	357	353	309	214	756	322	499	467	332	186	78^	36^	142^	63^				
8.00 - 8.30					A	4.8	11	425	1587	250	198	66^	649	199	361	371	323	214	735	310	491	448	336	178	65^	33^	138^	59^				
8.30 - 9.00					A	4.4	9	390	1632	216	173	75^	616	198	352	333	293	213	778	334	506	488	327	196	92^	39^	146^	66^				
SUPERCARRIER(R) SAT 8.00P 192 94 ABC A 7					A	5.3	12	470	1612	273	246	67^	748	249	449	399	313	259	565	218	340	300	249	185	100^	44^	199	148				
					B	5.4	12	477	1584	252	202	54^	671	179	361	361	329	251	659	216	389	386	330	209	88	28^	165	110				
					C	5.4	12	477	1584	252	202	54^	671	179	361	361	329	251	659	216	389	386	330	209	88	28^	165	110				
8.00 - 8.30					A	4.8	11	425	1630	246	217	68^	756	241	440	405	310	269	550	201	315	287	241	189	96^	39^	228	166				
8.30 - 9.00					A	5.8	12	514	1596	295	270	67^	741	255	456	394	315	251	578	233	361	310	256	181	103^	48^	175	133				
TOUR OF DUTY(R) SAT 9.00P 169 84 CBS GD 20					A	5.5	11	487	1681	225	181	96^	644	242	386	345	284	200	742	358	491	432	286	204	110^	26^	185	115^				
					B	6.6	14	582	1653	236	195	100	639	251	412	369	281	184	700	296	475	453	306	183	121	41^	193	116				
					C	7.7	15	686	1749	253	209	88	655	243	418	380	300	192	731	296	514	490	340	172	153	52	210	141				
9.00 - 9.30					A	5.1	11	452	1664	227	183	98^	648	238	383	346	283	204	716	351	467	404	267	203	107^	29^	193	132^				
9.30 - 10.00					A	6.0	12	532	1667	219	175	93^	630	242	382	338	280	193	751	359	502	448	297	202	111^	22^	175	99^				
TRACEY ULLMAN SHOW(R) SUN 9.30P 124 87 FOX CS 7					A	4.4	8	390	1552	285	273	116^	625	341	488	370	219	125^	557	337	470	317	199	60^	155^	78^	215	156^				
					B	4.3	8	384	1629	298	270	112	648	339	484	358	230	143	566	342	489	341	194	57^	195	99	220	151				
					C	4.3	8	384	1629	298	270	112	648	339	484	358	230	143	566	342	489	341	194	57^	195	99	220	151				
20/20 FRI 10.00P 199 97 ABC DN 46					A	10.5	21	930	1597	229	179	67^	767	187	394	417	393	314	547	152	307	317	278	189	112	62^	171	137				
					B	12.0	24	1068	1537	275	204	77	801	213	399	402	386	341	526	148	288	292	266	196	82	48	128	88				
					C	12.3	23	1090	1578	292	213	81	804	222	421	425	396	318	580	168	329	342	294	198	83	43	112	73				
10.00 - 10.30					A	10.7	21	948	1605	226	180	71	759	180	396	415	395	309	545	153	307	317	270	187	117	66^	184	144				
10.30 - 11.00					A	10.2	20	904	1604	234	179	63^	782	196	395	422	395	322	555	152	310	321	290	192	109	59^	159	132				
JUMP STREET(R) SUN 7.00P 131 87 FOX OP 49					A	5.5	12	487	1624	374	335	86^	690	347	572	422	309	84^	584	334	449	301	207	109^	204	121^	146	71^				
					B	5.2	11	456	1595	328	287	81	687	332	530	392	301	123	545	306	435	307	209	84	186	103	176	111				
					C	5.4	10	480	1713	345	299	86	698	342	533	417	300	124	537	306	434	321	204	75	247	138	232	146				
7.00 - 7.30					A	5.2	11	461	1602	367	322	83^	675	336	551	412	305	90^	587	332	439	300	210	117^	197	115^	142	69^				
7.30 - 8.00					A	5.8	12	514	1643	380	346	89^	702	357	591	431	312	79^	581	336	458	303	204	103^	211	125	150	73^				
27(R) CONT'D					A	11.6	25	1028	1636	300	216	91	834	260	434	372	332	358	417	132	221	213	180	157	185	134	200	136				

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 15-21, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+		LOH 18-49 W/CH <3	W O M E N					M E N					T E E N S		CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
												18-	18-	25-	35-	TOTAL	18-	18-	25-	35-	TOTAL	12-	12-	TOT. 2-	TOT. 6-																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

32 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 15-21, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
								WORKING WOMEN					W O M E N					M E N					T E E N S			C H I L D R E N		
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	18- 49	18- 34	18- 49	25- 54	35- 64	35- 55+	18- 34	18- 49	25- 54	35- 64	35- 55+	MALE 12- 17	FEM. 12- 17	TOT. 12- 14	TOT. 2- 5	MALE 6- 11	FEM. 6- 11				
EARLY EVENING NEWS																												
ABC WORLD NEWS TONIGHT					A	8.7	19	771	192	133	784	133	281	311	349	435	564	94	214	245	283	295	23^	15^	16^	24^	15^	18^
MON-FRI 6.30P					B	8.7	19	768	228	163	770	145	290	314	350	414	558	127	240	253	260	269	25^	21^	20^	27^	17^	18^
207 98 N 233					C	10.2	20	902	228	161	773	147	303	320	367	411	561	125	248	266	268	263	25^	26^	23^	35	20^	20^
ABC WRLD NEWS TONIGHT-SAT					A	5.2	13	461	153	91^	663	131^	230	211	258	399	640	136^	289	314	337	299	39^	38^	52^	26^	24^	23^
SAT 6.30P					B	5.0	13	445	193	122	703	98	226	245	306	420	623	137	249	270	299	317	26^	22^	24^	21^	23^	28^
186 95 N 36					C	6.4	15	568	207	133	730	112	243	263	326	430	624	140	262	287	303	295	29^	25^	26^	32^	25^	23^
ABC WRLD NEWS TONIGHT-SUN					A	5.6	13	496	194	145	762	135	262	283	307	447	641	124^	302	340	332	269	24^	35^	37^	50^	28^	45^
SUN 6.30P					B	5.2	13	457	194	134	704	124	249	271	317	393	664	149	292	312	317	303	25^	27^	27^	27^	27^	30^
170 89 N 43					C	6.1	13	538	222	157	740	142	281	291	336	405	638	151	293	306	312	286	35^	30^	33^	33^	29^	30^
CBS EVENING NEWS-RATHER					A	8.8	19	780	215	151	748	126	284	289	333	424	572	109	236	242	269	295	23^	26^	22^	41^	20^	23^
MON-FRI 6.30P					B	9.0	20	797	220	146	755	140	284	289	325	423	570	109	232	237	270	299	21^	22^	21^	37	19^	23^
204 97 N 239					C	10.6	21	942	220	138	759	127	268	287	330	436	585	101	223	231	278	323	25^	21^	22^	33	20^	21^
CBS EVENING NEWS-SUNDAY					A	6.0	15	532	167	106^	671	111^	224	206	266	425	651	90^	214	220	290	390	18^	18^	19^	21^	9^	6^
SUN 6.00P					B	5.8	14	512	199	121	696	96	214	239	309	426	636	119	250	269	300	336	30^	18^	25^	20^	15^	17^
185 90 N 33					C	6.6	14	581	209	133	698	103	231	256	314	415	663	142	282	293	308	333	30^	19^	24^	19^	17^	15^
CBS SAT. NEWS-SCHIEFFER					A	5.4	14	478	177	135	718	118^	235	202	256	448	645	100^	223	245	291	386	8^	12^	9^	54^	19^	17^
SAT 6.30P					B	5.0	13	439	175	111	714	99	211	222	285	465	663	110	222	246	292	392	19^	15^	20^	29^	20^	13^
162 91 N 42					C	6.1	14	539	190	116	719	106	214	234	285	454	642	127	244	250	282	357	24^	18^	23^	30^	21^	15^
NBC NIGHTLY NEWS					A	8.2	19	730	222	145	757	125	269	296	343	427	558	134	238	248	243	275	29^	28^	24^	22^	11^	23^
MON-FRI 6.30P					B	8.5	19	751	195	133	754	132	266	290	330	425	563	130	245	250	256	275	30^	30^	28^	28^	17^	20^
192 95 N 234					C	9.6	19	853	205	139	781	128	270	298	339	445	579	131	246	254	259	288	28^	32	27^	30	18^	21^
NBC NIGHTLY NEWS-SAT.					A	6.1	16	540	194	149	740	164	263	279	262	408	638	167	262	264	251	320	33^	9^	24^	35^	17^	20^
SAT 6.30P					B	5.9	16	525	170	118	702	108	211	227	254	443	665	148	282	281	287	343	26^	14^	23^	27^	24^	18^
178 93 N 39					C	7.3	16	647	174	113	752	108	217	241	284	479	627	130	246	249	263	341	26^	21^	27^	30^	21^	20^
NBC NIGHTLY NEWS-SUN					A	5.8	14	514	178	126	666	121^	263	253	271	370	699	195	341	313	283	295	20^	23^	26^	34^	18^	33^
SUN 6.30P					B	5.8	14	517	184	126	710	118	246	254	289	416	673	158	303	316	301	313	37^	22^	33^	30^	19^	21^
182 92 N 33					C	6.3	14	562	205	133	758	116	246	269	315	451	661	144	280	294	295	326	31^	25^	29^	28^	25^	22^

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

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[illegible]

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

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[illegible]

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 15-21, 1988

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN				W O M E N					M E N						T E E N S									
									18- 49		25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	12- 17	12- 17						
#STNS	CVG%	TYPE																															
LATE FRINGE CONT'D																																	
SATURDAY NIGHT-CONT'D																																	
SAT	11.30P	81	NBC	6	B	6.7	22	598	1497	277	223	198	146	649	273	432	386	426	360	153	564	270	424	389	418	349	96	72					
	202	99	GV	37	C	7.7	24	682	1541	297	249	223	148	661	301	470	426	462	400	152	591	301	465	422	456	397	98	84					
	11.30 - 12.00				A	7.5	21	665	1579	279	219	214	127	742	273	444	404	450	387	123	598	244	403	377	407	348	80^	73^					
	12.00 - 12.30				A	5.9	20	523	1533	246	198	171	179	679	321	461	414	456	362	165	585	317	469	432	455	372	77^	94^					
	12.30 - 1.00				A	5.1	20	452	1408	215	182	150	163	577	291	424	370	399	323	193	587	347	502	453	472	373	90^	80^					
TONIGHT SHOW																																	
MON	12.10A	60	NBC	37	A	3.7	15	328	1292	201	171	144	91^	618	211	349	321	343	291	137	529	260	361	327	349	277	61^	39^					
	197	97	GV	228	B	5.6	19	493	1395	248	188	184	97	663	199	378	347	391	351	127	524	221	343	313	345	290	81	50^					
TUE	12.17A	60			C	6.0	20	531	1400	270	209	204	92	721	222	409	379	426	385	103	539	216	349	322	358	307	47^	35^					
THU	11.59P	60																															
	11.30 - 12.00				A	4.4	14	390	1469	256	190	201	66^	701	195	345	320	370	342	82^	613	226	362	340	375	335	55^	33^					
	12.00 - 12.30				A	3.9	14	348	1336	213	177	160	83^	654	207	358	328	352	310	101^	553	236	350	324	352	294	46^	34^					
	12.30 - 1.00				A	3.6	16	322	1297	193	168	134	101^	609	218	351	325	346	285	151	529	276	378	340	360	282	67^	45^					
	1.00 - 1.30				A	3.2	17	287	1199	199	170	142^	83^	569	207	332	303	319	272	192	477	282	348	302	314	224	80^	37^					

42 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 15-21, 1988

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH. %	AVG. AUD. 0,000	LOH	WORKING		W O M E N					M E N					T E E N S		C H I L D R E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
								18-49	WOMEN		18-18+	18-49	18-49	25-54	35-55+	18-18+	18-49	25-54	35-55+	12-17	12-17	MALE	FEM.	MALE	FEM.	TOTAL																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
#STNS	CVG%	TYPE						<3	18+	49	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12-17	12-17	2-6	2-6	6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

44 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 15-21, 1988

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
DAY	TIME	DUR	NET	OF	T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH WORKING			WOMEN							MEN		TEENS			CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
									18-49		WOMEN		15-	18-	18-	25-	25-	35-			MALE	FEM.	TOT.	MALE	FEM.	TOT.	TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
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										<div><3</div>	<div>18+</div>	<div>49</div>	<div>24</div>	<div>TOTAL</div>	<div>34</div>	<div>49</div>	<div>49</div>	<div>54</div>	<div>64</div>	<div>55+</div>	<div>TOTAL</div>	<div>55+</div>	<div>17</div>	<div>17</div>	<div>17</div>	<div>11</div>	<div>11</div>	<div>5</div>	<div>11</div>																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 15-21, 1988

PROGRAM NAME DAYTIME DAY				
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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

48 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 15-21, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
DAY	TIME	DUR	NET #STNS	CVG%	TYPE	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000		LOH WORKING			W O M E N							M E N		T E E N S			C H I L D R E N									
											18-49	WOMEN		15-17	18-24	25-34	35-44	45-54	55-64	65-74	TOTAL	55+	MALE	FEM.	TOT.	MALE	FEM.	TOT.	TOT.						
											W/CH	18-49	15-17	18-24	25-34	35-44	45-54	55-64	65-74	TOTAL	55+	12-17	12-17	15-17	2-6	2-6	2-6	6-11							
MONDAY-FRIDAY DAYTIME CONT'D																																			
RYAN'S HOPE											A	2.3	8	204	100^	193	169	165	754	333	499	393	438	295	211	277	73^	37^	124^	68^	101^	145^	103^	143^	
MON-FRI 12.00N											B	2.3	8	203	110^	205	184	157	762	366	513	407	443	283	213	268	73^	32^	91^	65^	86^	129	92^	123^	
158 80 DD 233											C	2.7	10	236	140	237	215	133	815	392	569	467	505	313	207	263	55^	22^	57^	40^	78^	72^	86^	63^	
SALE OF THE CENTURY											A	3.1	14	275	50^	113^	72^	55^	759	112^	234	204	280	317	448	314	180	46^	38^	39^	92^	84^	57^	119^	
MON-FRI 10.00A											B	3.2	14	282	62^	122	80^	59^	759	127	237	197	266	292	454	317	153	36^	44^	34^	78^	71^	53^	96	
148 81 QG 230											C	3.1	14	275	63^	138	101	52^	778	141	292	252	308	311	431	375	186	21^	29^	21^	54^	54^	57^	51^	
SANTA BARBARA											A	4.6	15	406	88	156	136	210	761	276	443	310	358	306	270	222	77^	60^	151	110	75^	58^	55^	78^	
MON-FRI 3.00P											B	4.5	15	398	76	149	132	203	753	229	421	313	359	344	286	217	75	54^	172	129	56^	58^	49^	65	
197 97 DD 228											C	4.6	16	411	86	169	143	182	808	248	443	326	389	373	301	258	95	33^	120	85	38^	53^	49^	42^	
3.00 - 3.30											A	4.6	15	404	87	156	138	218	765	282	451	312	358	303	268	218	77^	58^	152	111	76^	60^	57^	79^	
3.30 - 4.00											A	4.6	15	409	89	156	134	201	754	269	434	307	356	307	272	226	78^	62^	149	108	73^	57^	54^	77^	
SCRABBLE											A	4.6	16	408	39^	105	82	92	639	106	233	190	237	291	360	353	163	61^	92	69^	86	85	51^	120	
MTTHF 12.30P											B	4.4	15	390	51^	126	97	104	679	131	273	223	269	300	360	319	148	78	107	88	81	84	56^	108	
161 83 QG 244											C	4.1	15	360	57^	133	100	79	775	143	296	243	297	324	424	341	174	35^	46^	42^	50^	57^	53^	55^	
SUPER PASSWORD											A	3.7	13	328	59^	102	83^	102^	695	135	275	214	270	277	363	318	153	56^	85^	67^	94^	73^	59^	107	
MON-FRI 12.00N											B	3.5	13	311	58^	119	97	106	682	141	282	227	272	262	355	287	131	66^	100	80^	84	85	56^	112	
159 73 QG 230											C	3.4	13	299	66^	118	87	84^	758	153	298	240	289	293	411	321	167	31^	49^	40^	56^	61^	60^	57^	
WHEEL OF FORTUNE											A	4.9	19	432	52^	134	97	66^	724	134	257	220	273	302	414	346	194	41^	51^	45^	89	74^	60^	103	
MON-FRI 11.00A											B	4.9	20	436	56^	137	101	73	765	146	278	228	284	320	432	310	162	41^	47^	41^	75	74	53^	96	
204 97 QG 231											C	5.3	22	467	63	155	110	71	810	158	301	246	307	328	447	345	179	22^	28^	25^	45^	56	59	43^	
WIN, LOSE OR DRAW											A	4.6	18	409	70^	112	89	132	679	166	304	225	272	285	327	275	111	66^	118	78^	116	110	83	143	
MON-FRI 11.30A											B	4.5	18	400	76	141	112	132	686	173	333	260	300	307	313	262	93	77	124	93	100	107	78	129	
183 88 QG 243											C	4.2	17	372	86	162	128	106	771	198	370	293	345	333	349	305	123	37^	56^	45^	61^	80	79	62^	
YOUNG AND THE RESTLESS											A	7.8	27	693	73	161	131	144	827	250	402	297	344	328	377	293	129	28^	70	55	69	88	68	90	
MTTHF 12.30P											B	8.1	28	721	93	171	142	141	820	255	418	315	363	337	354	249	113	34^	79	54	75	83	65	93	
211 99 DD 236											C	7.9	29	703	107	188	154	129	862	268	448	339	386	353	367	273	122	20^	39	32^	52	68	72	48	
WED 12.00N																																			
& 1.00P																																			
12.00 - 12.30											A	7.2	25	638	53^	151	120	118	763	224	336	248	304	308	371	395	185	39^	62^	45^	92^	97^	72^	117	
12.30 - 1.00											A	7.9	28	700	68	161	135	151	820	252	408	296	344	327	364	280	124	26^	69	55	71	83	68	86	
1.00 - 1.30											A	7.9	26	700	80	162	130	142	842	252	409	305	351	331	387	284	123	27^	72	56	62	91	67	87	

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

AUG. 15-21, 1988

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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 15-21, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS. (2+)	WOMEN		MEN		TEEN S					CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
										15-24	TOTAL	15-24	TOTAL	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

54 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 15-21, 1988

PROGRAM NAME						K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
										TOT. PERS.	WOMEN		MEN		T E E N S					C H I L D R E N										
DAY	TIME	DUR	NET	NO. OF		AVG. AUD. %	SH %	AVG. AUD. 0,000	(2+)	15- 24	18- 49	15- 24	TOTAL	TOTAL 12- 17	MALE 12- 17	FEM. 12- 17	TOT. 14	TOT. 15-	TOTAL 2- 11	MALE 2- 11	FEM. 2- 11	TOT. 5	TOT. 6- 11	MALE 6- 11	FEM. 6- 11	TOT. 8	TOT. 9- 11			
WEEKEND DAYTIME CHILDREN CONT'D																														
REAL GHOSTBUSTERS I-CONT'D						B	4.2	17	374	1413	117	308	252	86	229	184	108	77	115	69^	691	403	288	299	392	235	158	220	173	
SAT	10.00A	30	ABC	8	C		4.3	16	384	1457	111	323	260	89	238	198	108	90	124	74	698	426	272	298	400	254	146	223	177	
REAL GHOSTBUSTERS II						A	4.6	18	408	1593	136^	376	312	112^	274	171	104^	67^	111^	60^	772	422	350	352	420	228	192	268	152^	
SAT	10.30A	30	ABC	8	B		4.7	18	420	1474	126	310	255	102	262	200	115	85	125	75	701	410	291	300	402	238	163	225	176	
						C	5.0	18	440	1490	123	326	265	108	261	220	121	99	133	86	684	414	270	289	395	250	145	218	177	
SMURFS I							A	2.8	18	248	1290	68^	408	309	28^	214^	77^	52^	25^	65^	12^	591	340	251^	294	298	177^	121^	192^	106^
SAT	8.30A	30	NBC	7	B	3.0		19	268	1329	86^	397	318	69^	241	117^	54^	64^	69^	48^	574	312	261	248	326	178	148	186	140	
						C	4.1	22	363	1364	80	334	271	56^	209	150	73	76	99	50^	672	362	309	269	403	222	181	215	189	
SMURFS II							A	3.6	19	319	1379	124^	439	377	62^	199^	125^	78^	47^	115^	10^	616	315	301	317	299	155^	143^	191^	108^
SAT	9.00A	30	NBC	7	B	3.9		20	344	1351	126	411	339	74^	238	129	58^	71^	79^	51^	573	296	277	263	311	164	147	176	134	
						C	5.2	23	461	1384	107	359	294	65	224	160	73	87	104	55	642	341	301	271	372	204	167	201	171	
SMURFS III							A	4.4	19	390	1365	154^	432	381	74^	182	153^	62^	91^	108^	45^	599	287	312	293	306	137^	169	180	126^
SAT	9.30A	30	NBC	7	B	4.6		21	409	1343	136	405	342	75^	212	142	61^	82^	87	56^	584	293	292	276	308	155	154	170	138	
						C	5.9	23	523	1419	124	368	309	73	222	181	81	100	115	66	648	331	316	271	376	198	179	200	176	
TEEN WOLF							A	3.4	13	301	1478	130^	333	297	63^	258	186^	68^	119^	149^	37^	700	369	332	225	475	272	204^	283	192^
SAT						B	3.7	14	323	1486	131	340	265	92	234	224	110	114	143	81^	687	377	310	248	439	243	196	235	204	
	12.00N	30	CBS	8	C		3.2	11	286	1538	146	369	283	100	254	235	117	118	140	95	680	362	318	275	405	225	181	202	203	

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

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PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 15-21, 1988

PROGRAM NAME						KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				TEENS		CHD
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %		SH %	AVG. AUD. 0,000	TOT. WORK. PERS (2+)	ING WOM. 18+	W O M E N				M E N										TOT. MALE							
											TOTAL	49	21+	54	TOTAL	18- 24	18- 34	18- 49	21+ 21+	21- 54	25- 49	25- 54	35- 64	55+	12- 17	12- 17						
																											18- 25-					
WEEKEND DAYTIME SPORTS																																
ABC WIDE WORLD-SPORTS SAT	4.00P	120	ABC	6	A	4.2	13	372	1453	172	568	270	538	254	614	80^	218	367	592	345	391	287	334	279	201	126^	65^	145^				
SAT	213	99	SA	28	B	3.9	12	348	1419	190	535	280	513	259	654	89^	239	396	625	367	412	307	353	298	212	100	54^	130				
	4.00 - 4.30				C	5.0	14	447	1448	200	596	270	581	275	650	64	194	350	625	324	384	285	345	315	241	84	47^	118				
	4.30 - 5.00				A	3.5	11	310	1404	172^	566	255	547	257	535	53^	170^	328	512	305	349	275	319	257	163^	145^	83^	157^				
	5.00 - 5.30				A	4.0	12	354	1394	165^	544	248	516	242	594	86^	228	380	573	359	396	294	331	256	177^	113^	55^	143^				
	5.30 - 6.00				A	4.8	14	425	1435	161	549	280	519	253	619	81^	227	364	597	343	393	283	333	275	204	124^	68^	144^				
					A	4.7	13	416	1496	183	584	278	545	251	660	89^	228	371	637	349	400	282	333	306	238	120^	52^	132^				
COCA-COLA/OLYMPIC TRIALS(S)	3.00P	120	ABC		A	3.9	12	346	1413	164^	569	309	539	282	574	45^	221	362	565	353	452	317	416	292	112^	124^	70^	147^				
SUN	184	94	SE																													
	3.00 - 3.30				A	3.2	10	284	1440	157^	547	283	512	286	605	57^	245	389	597	381	493	332	444	299	105^	144^	68^	144^				
	3.30 - 4.00				A	3.8	12	337	1430	156^	527	301	488	271	594	37^	235	382	580	368	471	345	448	300	109^	144^	84^	165^				
	4.00 - 4.30				A	3.8	12	337	1461	168^	598	321	573	295	573	42^	209	358	564	350	458	315	423	303	107^	118^	79^	172^				
	4.30 - 5.00				A	4.6	14	408	1404	180	618	336	595	290	561	48^	211	347	554	340	424	299	383	284	130^	105^	57^	120^				
INTERNATIONAL GOLF-SAT(S)	4.00P	120	CBS		A	3.6	11	319	1317	144^	547	161^	546	180^	636	37^	134^	271	620	254	289	234	269	309	331	23^	8^	110^				
SAT																																
	206	99	SE																													
	4.00 - 4.30				A	3.0	10	266	1386	142^	550	204^	547	228^	627	57^	150^	256	616	245	297	199^	251	276	318	34^	10^	176^				
	4.30 - 5.00				A	3.6	11	319	1344	150^	547	184^	546	206	642	46^	142^	301	622	281	315	256	290	317	307	26^	6^	130^				
	5.00 - 5.30				A	3.9	12	346	1323	153^	559	145^	558	167^	670	35^	133^	286	648	263	293	251	281	329	354	19^	5^	75^				
	5.30 - 6.00				A	3.7	11	328	1300	136^	563	127^	563	138^	636	15^	123^	251	625	239	268	236	265	323	357	18^	13^	82^				
INTERNATIONAL GOLF-SUN(S)	3.00P	180	CBS		A	3.9	12	346	1337	139^	488	130^	475	120^	772	41^	160^	314	738	280	340	273	333	380	397	22^	17^	56^				
SUN	209	99	SE																													
	3.00 - 3.30				A	3.0	10	266	1406	194^	528	197^	490	152^	750	58^	153^	343	707	300	394	285	379	406	313	21^	19^	107^				
	3.30 - 4.00				A	3.4	11	301	1322	122^	439	104^	418	93^	789	36^	146^	321	754	286	352	285	351	399	402	17^	12^	78^				
	4.00 - 4.30				A	4.1	13	363	1267	115^	425	99^	411	93^	764	30^	136^	290	741	267	317	261	311	383	424	35^	31^	42^				
	4.30 - 5.00				A	4.3	13	381	1325	128^	467	107^	466	108^	789	33^	152^	311	757	278	335	277	334	408	422	23^	21^	46^				
	5.00 - 5.30				A	4.2	12	372	1328	149^	518	139^	517	139^	749	39^	179	305	719	274	326	265	318	344	392	15^	12^	45^				
	5.30 - 6.00				A	4.4	12	390	1390	140^	548	146^	536	135^	783	54^	187	324	743	283	335	270	322	353	407	21^	9^	37^				
INTERNATIONAL RACE CHAMPS(S)	5.00P	60	ABC		A	3.4	10	301	1501	191^	528	230	526	256	704	71^	211	414	677	386	475	343	432	363	201^	131^	62^	137^				
SUN	186	93	SE																													
	5.00 - 5.30				A	3.3	10	292	1461	181^	535	232	534	257	682	73^	215^	403	660	381	471	330	420	351	190^	120^	47^	123^				
	5.30 - 6.00				A	3.4	9	301	1584	205^	536	235	533	262	747	72^	214	437	712	402	494	365	456	385	219	146^	79^	155^				
NBC MAJOR LEAGUE PRE GAME	2.00P	17	NBC	8	A	4.6	17	408	1447	99^	379	180	363	147^	747	105^	314	431	688	372	432	326	386	257	256	123^	92^	199				
SAT	2.00P	17	NBC	8	B	4.4	16	386	1374	120	422	189	402	161	640	79	239	361	607	328	364	281	317	231	244	122	79	190				
CONT'D																																

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

58 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 15-21, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				T E E N S		CHD																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK. PERS WOM.	ING 18+		W O M E N				M E N										TOT. 12- 17	MALE 12- 17																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
											TOTAL	49	21+	54	TOTAL	24	34	49	21+	49	54	49	54	64			55+																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
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WEEKEND DAYTIME SPORTS CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	</

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

60 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 15-21, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				TEENS TOT. 12-17		
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK-ING PERS (2+)	WOM. 18+	W O M E N										M E N										
											18-	18-	25-	25-	35-	18-	18-	21-	25-	25-	35-										
#STNS	CVG%	TYPE								TOTAL	34	49	21+	49	54	64	55+	TOTAL	34	49	21+	49	49	54	64	55+					
WEEKEND DAYTIME OTHER																															
BUSINESS WORLD					A	1.3	5	115	1298	207^	573	135^	226^	573	224^	302^	246^	268^	605	167^	276^	605	276^	273^	375^	293^	227^	81^			
SUN	12.30P	30	ABC	8	B	1.3	5	112	1298	196^	605	124^	230^	587	196^	253^	277	317	592	180^	286	577	271	240^	311	270	235^	59^			
	133	73	N	41	C	1.2	4	108	1304	188^	593	124^	247	584	220^	258	274	307	606	161^	296	594	284	258	327	296	242	34^			
FACE THE NATION					A	2.9	11	257	1206	201^	567	134^	237^	555	199^	227^	217^	302	538	176^	269	520	251	227^	280	207^	216^	57^			
SUN	10.30A	30	CBS	8	B	2.5	10	219	1293	197	623	122^	225	614	190	235	280	352	564	155	251	554	241	220	265	242	268	39^			
	153	87	CC	48	C	2.4	8	212	1307	209	651	105^	221	642	191	233	290	388	572	134	257	562	246	222	265	245	273	26^			
HEALTH SHOW					A	1.9	7	168	1346	280^	644	226^	334^	624	258^	304^	273^	264^	419	140^	315^	417	313^	287^	288^	224^	103^	88^			
SAT	12.30P	30	ABC	7	B	1.7	6	149	1394	190^	581	208^	324	560	251	296	221^	212^	408	158^	272	399	263	220^	248	193^	108^	118^			
	155	82	N	36	C	1.8	6	156	1375	214	590	207	333	567	255	314	259	199	398	164	265	381	248	213	242	175	103^	123^			
MEET THE PRESS					A	2.5	12	222	1329	214^	679	160^	276^	665	232^	266^	265^	370	537	146^	204^	529	196^	165^	225^	243^	274^	20^			
SUN	9.30A	30	NBC	7	B	2.3	10	208	1314	214	635	144^	263	618	221	253	263	340	551	136^	241	537	227	205	246	258	269	43^			
	165	92	CC	46	C	2.2	8	191	1321	195	647	135	234	635	199	243	255	369	547	146	253	533	238	215	266	248	244	42^			
SUNDAY MORNING					A	3.9	18	346	1299	199	659	87^	254	652	232	282	333	355	558	100^	240	549	231	216	270	300	265	57^			
SUN	9.00A	90	CBS	8	B	3.7	17	323	1311	237	687	115	268	682	237	297	338	360	543	124	247	538	242	225	279	283	242	24^			
	185	96	N	48	C	3.9	16	342	1320	227	671	109	247	666	222	275	322	371	562	119	261	556	256	235	284	291	251	20^			
	9.00 - 9.30				A	3.2	18	284	1277	165^	656	81^	236	654	224	267	314	376	543	109^	241	533	231	219^	274	301	247	56^			
9.30 - 10.00					A	3.9	18	346	1353	208	683	76^	269	673	248	303	367	359	584	97^	247	574	237	227	294	334	270	62^			
10.00 - 10.30					A	4.5	19	399	1296	219	655	101^	259	646	228	280	326	343	558	99^	237	551	230	210	253	277	279	55^			
SUNDAY TODAY					A	1.8	12	159	1324	237^	664	113^	295^	644	259^	302^	351^	327^	554	117^	302^	550	298^	243^	296^	332^	200^	49^			
SUN	8.00A	90	NBC	8	B	1.8	12	156	1219	234	629	126^	311	614	283	312	335	289	496	113^	269	487	260	241	269	285	199	29^			
	128	89	N	48	C	1.8	10	163	1244	208	591	139^	261	577	227	271	275	286	528	159	292	520	284	247	295	267	188	36^			
	8.00 - 8.30				A	1.4	13	124	1281	224^	665	78^	272^	639	238^	293^	371^	338^	564	96^	328^	563	327^	278^	305^	353^	209^	43^			
	8.30 - 9.00				A	2.0	14	177	1265	256^	648	105^	283^	631	251^	302^	360	314^	570	114^	303^	562	295^	239^	300^	345^	206^	36^			
	9.00 - 9.30				A	2.2	12	195	1285	206^	617	132^	294^	602	257^	279^	298^	301^	484	123^	258^	482	256^	203^	259^	278^	170^	60^			
THIS WEEK-DAVID BRINKLEY					A	3.8	13	337	1360	147^	670	84^	175^	668	158^	205	218	449	592	103^	185^	588	181^	168^	241	224	334	36^			
SUN	11.30A	60	ABC	8	B	3.2	11	287	1323	139	642	82^	168	626	141	183	219	432	600	123	225	594	219	199	243	233	331	33^			
	201	99	N	41	C	3.2	11	283	1337	150	665	81^	177	653	151	186	256	453	582	118	246	572	236	215	260	241	291	35^			
	11.30 - 12.00				A	3.6	13	319	1354	140^	682	81^	181^	682	166^	209	219	459	560	87^	164^	553	156^	142^	212	199	327	48^			
	12.00 - 12.30				A	4.0	14	354	1366	153^	659	87^	169^	655	150^	201	217	440	621	117^	204	621	204	190	268	246	339	25^			

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

Nielsen

NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. AUG. 15, 1988

AUDIENCE ESTIMATES																EVE. MON. AUG. 15, 1988	
TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
HUT	49.3	50.3	49.4	50.3	50.4	51.9	52.5	53.4	53.5	54.6	55.3	55.7	55.5	54.8	53.8	51.9	

ABC TV

AVERAGE AUDIENCE	{
(Hhlds (000) & %)	{
SHARE AUDIENCE	%
AVG. AUD. BY 1/4 HR	%

← REMO WILLIAMS (PAE) ← '88 VOTE: REP CONV 9:00-MO
(9:00-11:46)(PAE)

5,760 6.0 * 7.0 * 6.8 6.2 * 5.9 * 6.6 * 6.8
13 12 * 13 * 12 * 11 * 12 * 13
6.0 6.1 6.8 7.2 6.4 6.1 5.9 5.8 6.6 6.7 7.0

CBS TV

AVERAGE AUDIENCE (Hhlds (000) & %)	{
SHARE AUDIENCE	%
AVG. AUD. BY 1/4 HR	%

NEWHART (R)		CAYANAUGHS (PAE) ←		CAMPAIGN '88/CONVENTION-MO REPUBLICAN MONDAY (9:00-11:55)(PAE)					
6,290		5,320		5,320					
7.1		6.0		6.0	5.9 *		5.5 *	5.3 *	6.1 *
14		11		12	11 *		10 *	10 *	11 *
6.9	7.3	6.0	5.9	6.1	5.7	5.5	5.6	5.2	5.8
									6.5

NBC TV

AVERAGE AUDIENCE (Hhlds (000) & %)	{
SHARE AUDIENCE	%
AVG. AUD. BY 1/4 HR	%

ALF (R)	HOGAN FAMILY (R)		DECISION '88-REP CONV-MON (9:00-11:40)(PAE)	
9,570	9,040	6,290		
10.8	10.2	7.1	6.7 *	5.9 *
21	20	13	13 *	11 *
10.0	9.8	6.9	6.5	6.5 *
11.5	10.5	6.5	6.0	12 *
				6.9
				7.3
				7.8

INDEPENDENTS
(INCL. SUPERSTATIONS)

	AVERAGE AUDIENCE	SHARE AUDIENCE %
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AVERAGE AUDIENCE SHARE AUDIENCE %	14.8 30	15.1 30	15.0 29	16.6 31	21.0 39	22.5 41	20.5 37	18.2 34
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SUPERSTATIONS

	AVERAGE AUDIENCE	SHARE AUDIENCE %
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AVERAGE AUDIENCE SHARE AUDIENCE %	3.6 7	3.7 7	3.8 7	4.2 8	4.8 9	5.2 9	4.4 8	3.5 7
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PBS

	AVERAGE AUDIENCE SHARE	AUDIENCE %
1	10.0	10.0
2	9.0	9.0
3	8.0	8.0
4	7.0	7.0
5	6.0	6.0
6	5.0	5.0
7	4.0	4.0
8	3.0	3.0
9	2.0	2.0
10	1.0	1.0
11	0.5	0.5
12	0.2	0.2
13	0.1	0.1
14	0.0	0.0
15	0.0	0.0
16	0.0	0.0
17	0.0	0.0
18	0.0	0.0
19	0.0	0.0
20	0.0	0.0
21	0.0	0.0
22	0.0	0.0
23	0.0	0.0
24	0.0	0.0
25	0.0	0.0
26	0.0	0.0
27	0.0	0.0
28	0.0	0.0
29	0.0	0.0
30	0.0	0.0
31	0.0	0.0
32	0.0	0.0
33	0.0	0.0
34	0.0	0.0
35	0.0	0.0
36	0.0	0.0
37	0.0	0.0
38	0.0	0.0
39	0.0	0.0
40	0.0	0.0
41	0.0	0.0
42	0.0	0.0
43	0.0	0.0
44	0.0	0.0
45	0.0	0.0
46	0.0	0.0
47	0.0	0.0
48	0.0	0.0
49	0.0	0.0
50	0.0	0.0
51	0.0	0.0
52	0.0	0.0
53	0.0	0.0
54	0.0	0.0
55	0.0	0.0
56	0.0	0.0
57	0.0	0.0
58	0.0	0.0
59	0.0	0.0
60	0.0	0.0
61	0.0	0.0
62	0.0	0.0
63	0.0	0.0
64	0.0	0.0
65	0.0	0.0
66	0.0	0.0
67	0.0	0.0
68	0.0	0.0
69	0.0	0.0
70	0.0	0.0
71	0.0	0.0
72	0.0	0.0
73	0.0	0.0
74	0.0	0.0
75	0.0	0.0
76	0.0	0.0
77	0.0	0.0
78	0.0	0.0
79	0.0	0.0
80	0.0	0.0
81	0.0	0.0
82	0.0	0.0
83	0.0	0.0
84	0.0	0.0
85	0.0	0.0
86	0.0	0.0
87	0.0	0.0
88	0.0	0.0
89	0.0	0.0
90	0.0	0.0
91	0.0	0.0
92	0.0	0.0
93	0.0	0.0
94	0.0	0.0
95	0.0	0.0
96	0.0	0.0
97	0.0	0.0
98	0.0	0.0
99	0.0	0.0
100	0.0	0.0

AVERAGE AUDIENCE SHARE AUDIENCE %	1.5 3	2.3 5	3.0 6	3.0 6	3.1 6	3.3 6	2.7 5	2.4 5
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CABLE ORIG.

	AVERAGE AUDIENCE SHARE	AUDIENCE %
1	10.0	10.0
2	9.0	9.0
3	8.0	8.0
4	7.0	7.0
5	6.0	6.0
6	5.0	5.0
7	4.0	4.0
8	3.0	3.0
9	2.0	2.0
10	1.0	1.0
11	0.5	0.5
12	0.2	0.2
13	0.1	0.1
14	0.0	0.0
15	0.0	0.0
16	0.0	0.0
17	0.0	0.0
18	0.0	0.0
19	0.0	0.0
20	0.0	0.0
21	0.0	0.0
22	0.0	0.0
23	0.0	0.0
24	0.0	0.0
25	0.0	0.0
26	0.0	0.0
27	0.0	0.0
28	0.0	0.0
29	0.0	0.0
30	0.0	0.0
31	0.0	0.0
32	0.0	0.0
33	0.0	0.0
34	0.0	0.0
35	0.0	0.0
36	0.0	0.0
37	0.0	0.0
38	0.0	0.0
39	0.0	0.0
40	0.0	0.0
41	0.0	0.0
42	0.0	0.0
43	0.0	0.0
44	0.0	0.0
45	0.0	0.0
46	0.0	0.0
47	0.0	0.0
48	0.0	0.0
49	0.0	0.0
50	0.0	0.0
51	0.0	0.0
52	0.0	0.0
53	0.0	0.0
54	0.0	0.0
55	0.0	0.0
56	0.0	0.0
57	0.0	0.0
58	0.0	0.0
59	0.0	0.0
60	0.0	0.0
61	0.0	0.0
62	0.0	0.0
63	0.0	0.0
64	0.0	0.0
65	0.0	0.0
66	0.0	0.0
67	0.0	0.0
68	0.0	0.0
69	0.0	0.0
70	0.0	0.0
71	0.0	0.0
72	0.0	0.0
73	0.0	0.0
74	0.0	0.0
75	0.0	0.0
76	0.0	0.0
77	0.0	0.0
78	0.0	0.0
79	0.0	0.0
80	0.0	0.0
81	0.0	0.0
82	0.0	0.0
83	0.0	0.0
84	0.0	0.0
85	0.0	0.0
86	0.0	0.0
87	0.0	0.0
88	0.0	0.0
89	0.0	0.0
90	0.0	0.0
91	0.0	0.0
92	0.0	0.0
93	0.0	0.0
94	0.0	0.0
95	0.0	0.0
96	0.0	0.0
97	0.0	0.0
98	0.0	0.0
99	0.0	0.0
100	0.0	0.0

AVERAGE AUDIENCE	5.8	6.4	7.1	8.4	9.4	9.8	10.0	9.7
SHARE AUDIENCE %	12	13	14	16	17	18	18	18

PAY SERVICES

	AVERAGE AUDIENCE SHARE	AUDIENCE %
1	10.0	10.0
2	9.0	9.0
3	8.0	8.0
4	7.0	7.0
5	6.0	6.0
6	5.0	5.0
7	4.0	4.0
8	3.0	3.0
9	2.0	2.0
10	1.0	1.0
11	0.5	0.5
12	0.2	0.2
13	0.1	0.1
14	0.0	0.0
15	0.0	0.0
16	0.0	0.0
17	0.0	0.0
18	0.0	0.0
19	0.0	0.0
20	0.0	0.0
21	0.0	0.0
22	0.0	0.0
23	0.0	0.0
24	0.0	0.0
25	0.0	0.0
26	0.0	0.0
27	0.0	0.0
28	0.0	0.0
29	0.0	0.0
30	0.0	0.0
31	0.0	0.0
32	0.0	0.0
33	0.0	0.0
34	0.0	0.0
35	0.0	0.0
36	0.0	0.0
37	0.0	0.0
38	0.0	0.0
39	0.0	0.0
40	0.0	0.0
41	0.0	0.0
42	0.0	0.0
43	0.0	0.0
44	0.0	0.0
45	0.0	0.0
46	0.0	0.0
47	0.0	0.0
48	0.0	0.0
49	0.0	0.0
50	0.0	0.0
51	0.0	0.0
52	0.0	0.0
53	0.0	0.0
54	0.0	0.0
55	0.0	0.0
56	0.0	0.0
57	0.0	0.0
58	0.0	0.0
59	0.0	0.0
60	0.0	0.0
61	0.0	0.0
62	0.0	0.0
63	0.0	0.0
64	0.0	0.0
65	0.0	0.0
66	0.0	0.0
67	0.0	0.0
68	0.0	0.0
69	0.0	0.0
70	0.0	0.0
71	0.0	0.0
72	0.0	0.0
73	0.0	0.0
74	0.0	0.0
75	0.0	0.0
76	0.0	0.0
77	0.0	0.0
78	0.0	0.0
79	0.0	0.0
80	0.0	0.0
81	0.0	0.0
82	0.0	0.0
83	0.0	0.0
84	0.0	0.0
85	0.0	0.0
86	0.0	0.0
87	0.0	0.0
88	0.0	0.0
89	0.0	0.0
90	0.0	0.0
91	0.0	0.0
92	0.0	0.0
93	0.0	0.0
94	0.0	0.0
95	0.0	0.0
96	0.0	0.0
97	0.0	0.0
98	0.0	0.0
99	0.0	0.0
100	0.0	0.0

AVERAGE AUDIENCE SHARE AUDIENCE %	2.8 6	3.0 6	3.0 6	2.9 5	5.1 9	5.9 11	6.6 12	5.5 10
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U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

A-4 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. AUG.16, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	48.8	49.3	49.4	50.4	50.1	51.7	53.0	54.5	53.5	54.6	55.5	54.7	54.0	52.9	50.9	48.6

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

WHO'S THE
BOSS?
(R)

FULL HOUSE-
TUE
(R)(PAE)

'88 VOTE:REP CONV 9:00-TU
(9:00-11:47)(PAE)

8,950							9,570		5,670							
10.1							10.8		6.4	6.8 *		5.9 *		6.2 *		6.1 *
20							20		13	13 *		11 *		12 *		12 *
9.3					11.0		10.6	11.0	7.4	6.2	5.9	6.0	6.1	6.4	6.3	5.9

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

CBS SUMMER PLAYHOUSE
ROUGHHOUSE/OFF DUTY
(PAE)

CAMPAIGN '88/CONVENTION-TU
REPUBL [CAN-TUESDAY
(9:00-11:51)(PAE)

4,340							4,610									
4.9					5.2 *		4.7 *	5.2 *	4.8 *			5.0 *		5.2 *		5.1 *
9					10 *		9 *	10 *	9 *			9 *		10 *		10 *
5.4					5.0	4.8	4.6	4.8	4.8	5.0	5.1	5.3	5.0	4.9	5.3	

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

MATLOCK
(R)

DECISION '88-REP CONV-TUE
(9:00-11:47)(PAE)

9,570							5,230									
10.8					10.2 *		11.4 *	5.9 *	7.1 *			6.3 *		5.2 *		5.1 *
21					20 *		21 *	12 *	14 *			12 *		10 *		10 *
9.7					10.7	11.4	11.5	7.1	7.1	6.5	6.0	5.3	5.1	4.9	5.4	

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

14.9							15.6		19.8		21.5		20.2		18.5	
30							29		37		39		38		37	

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.2							3.9		4.4		4.7		4.1		4.1	
7							7		8		9		8		8	

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.6							2.7		3.2		3.3		2.4		2.0	
3							5		6		6		4		4	

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

6.0							7.6		9.9		9.9		9.9		9.7	
12							14		18		18		19		20	

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.6							3.1		5.7		6.1		6.6		5.2	
5							6		11		11		12		10	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	49.1	49.4	48.9	49.8	49.6	50.9	52.1	54.2	54.5	55.0	55.2	55.2	53.5	52.8	51.6	49.8

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

GROWING PAINS
(R)HEAD OF THE
CLASS
(R)'88 VOTE:REP CONV 9:00-WE
(9:00-12:14)(PAE)

8,420		8,770		5,400												
9.5		9.9		6.1		7.6	*		6.0	*		6.0	*		6.0	*
19		19		12		14	*		11	*		11	*		12	*
9.1	9.9	9.7	10.1	8.3	6.8	6.4		5.6	5.9	6.1	6.0	5.9				

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← JAKE AND THE FATMAN
(R)(PAE)CAMPAIGN'88/CONVENTION-WE
REPUBLICAN-WEDNESDAY
(9:00-12:13)(PAE)

6,910				4,700												
7.8	7.5	*		8.0	*	5.3		5.5	*		5.8	*		5.3	*	5.4
15	15	*		15	*	11		10	*		11	*		10	*	11
7.3	7.6		8.0	8.1	5.7	5.3	5.2	6.4	5.6	5.0	5.4	5.3				

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

LOVERS, PARTNERS & SPIES

DECISION '88-REP CONV-WED
(9:00-12:21)(PAE)

5,320				4,700												
6.0	5.9	*		6.0	*	5.3		5.4	*		5.4	*		4.8	*	5.0
12	12	*		12	*	11		10	*		10	*		9	*	10
6.0	5.9		6.0	6.1	5.3	5.4	5.5	5.4	5.1	4.5	4.8	5.2				

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

14.2		13.9		14.6		15.7		20.8		21.7		19.6		18.4
29		28		29		30		38		39		37		36

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.3		2.9		3.1		3.4		4.5		4.3		4.1		4.4
7		6		6		6		8		8		8		9

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.6		2.4		2.5		2.3		2.9		3.1		2.6		2.4
3		5		5		4		5		6		5		5

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.7		6.6		7.0		8.1		10.1		10.1		10.6		9.2
12		13		14		15		18		18		20		18

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.1		3.9		4.4		5.2		7.0		7.1		6.8		6.4
6		8		9		10		13		13		13		13

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	47.5	48.9	49.3	50.3	50.7	52.5	53.6	55.0	55.4	56.2	56.5	57.0	55.4	54.5	51.9	50.4

ABC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← LONER (PAE) →

← '88 VOTE:REP CONV 9:00-TH (9:00-11:31)(PAE) →

6,200									6,910							
7.0	6.9	*			7.1	*	7.8		6.5	*		7.1	*	8.2	*	8.2
13	13	*			13	*	15		12	*		13	*	15	*	15
6.9	6.8		7.1		7.1		6.6		6.4		6.8	7.4	8.1	8.3	8.0	8.4

CBS TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← CAMPAIGN '88/CONVENTION-TH REPUBLICAN-THURSDAY (8:00-11:27)(PAE) →

5,490																
6.2	5.0	*			5.3	*			6.3	*		6.5	*	6.5	*	7.3
12	10	*			10	*			12	*		12	*	12	*	14
5.2	4.8		5.0		5.6		6.1		6.5		6.6	6.4	6.4	6.6	7.0	7.6

NBC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

BILL COSBY SHOW (R)

A DIFFERENT WORLD (R)

← DECISION '88-REP CONV-THU (9:00-11:29)(PAE) →

13,560					12,670				6,200							
15.3					14.3				7.0			7.0	*	6.5	*	7.1
29					26				13			13	*	12	*	13
14.0	16.5		14.3		14.3		8.1		7.4		7.3	6.6	6.6	6.3	6.9	7.3

INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

14.5		14.8		14.3		15.2		19.3		19.8		18.1		16.2
30		30		28		28		35		35		33		32

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.3		3.7		3.8		4.3		5.2		5.1		4.7		4.0
7		7		7		8		9		9		9		8

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.5		1.9		2.3		2.6		3.6		3.5		3.0		2.8
3		4		4		5		6		6		5		5

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.6		6.5		7.5		8.4		10.0		10.2		9.4		8.4
12		13		15		15		18		18		17		16

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.3		2.5		2.8		3.0		4.8		5.4		5.9		4.4
5		5		5		6		9		10		11		9

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

EVE.SAT. AUG.20, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	37.2	38.6	39.0	40.0	43.6	44.9	46.3	47.6	48.5	49.2	48.7	48.7	47.1	46.7	46.4	45.3	43.8	41.1

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

\longleftrightarrow SUPERCARRIER (R)				<div style="border: 1px solid black; padding: 2px;">DAKOTA'S WAY (PAE)</div>		\longleftrightarrow SPENSER FOR HIRE (R) \longrightarrow
4,700						
5.3	4.8 *		5,490	5.9 *	6.5 *	6,020
12	11 *			12 *	13 *	6.8
4.9	4.8	5.6	6.1	5.9	6.4	6.6
				6.5	6.6	
						7.0
						15
						6.7
						6.8
						7.2

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

FRANK'S PLACE (R)(PAE)			TOUR OF DUTY (R)			NFL PRE-SEASON FTBL. WASHINGTON VS LA RAIDERS (10:00-1:11)(PAE)		
4,340			4,870			5,580		
4.9	4.8 *		5.1 *	6.0 *	7.0 *	5.5	6.3 *	6.7 *
11	11 *		11 *	12 *	15 *	11	16 *	15 *
4.6	4.9	4.9	5.0	5.2	6.1	4.9	6.9	6.4

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

FACTS OF LIFE (R)		227 (R)		GOLDEN GIRLS (R)		AMEN (R)		HUNTER (R)		
8,680		10,280		13,380		11,520		11,340		
9.8		11.6		15.1		13.0		12.8	12.4 *	13.2
22		25		31		27		28	26 *	29
9.1	10.5	11.0	12.3	14.8	15.5	12.9	13.0	12.3	12.5 *	13.1
										13.2

INDEPENDENTS
(INCL. SUPERSTATIONS)

	AVERAGE AUDIENCE SHARE AUDIENCE %
1	100
2	100
3	100
4	100
5	100
6	100
7	100
8	100
9	100
10	100
11	100
12	100
13	100
14	100
15	100
16	100
17	100
18	100
19	100
20	100
21	100
22	100
23	100
24	100
25	100
26	100
27	100
28	100
29	100
30	100
31	100
32	100
33	100
34	100
35	100
36	100
37	100
38	100
39	100
40	100
41	100
42	100
43	100
44	100
45	100
46	100
47	100
48	100
49	100
50	100
51	100
52	100
53	100
54	100
55	100
56	100
57	100
58	100
59	100
60	100
61	100
62	100
63	100
64	100
65	100
66	100
67	100
68	100
69	100
70	100
71	100
72	100
73	100
74	100
75	100
76	100
77	100
78	100
79	100
80	100
81	100
82	100
83	100
84	100
85	100
86	100
87	100
88	100
89	100
90	100
91	100
92	100
93	100
94	100
95	100
96	100
97	100
98	100
99	100
100	100

10.0 26	10.9 28	11.3 26	10.5 22	9.2 19	9.3 19	9.6 20	9.0 20	8.8 21
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SUPERSTATIONS

PROGRAM	DATE	VIEWERS*	SHARE	AUDIENCE %
THE MENTALIST	11/11/12	1,000,000	1.0	1.0
THE MENTALIST	11/18/12	1,000,000	1.0	1.0
THE MENTALIST	11/25/12	1,000,000	1.0	1.0
THE MENTALIST	12/2/12	1,000,000	1.0	1.0
THE MENTALIST	12/9/12	1,000,000	1.0	1.0
THE MENTALIST	12/16/12	1,000,000	1.0	1.0
THE MENTALIST	12/23/12	1,000,000	1.0	1.0
THE MENTALIST	12/30/12	1,000,000	1.0	1.0
THE MENTALIST	1/6/13	1,000,000	1.0	1.0
THE MENTALIST	1/13/13	1,000,000	1.0	1.0
THE MENTALIST	1/20/13	1,000,000	1.0	1.0
THE MENTALIST	1/27/13	1,000,000	1.0	1.0
THE MENTALIST	2/3/13	1,000,000	1.0	1.0
THE MENTALIST	2/10/13	1,000,000	1.0	1.0
THE MENTALIST	2/17/13	1,000,000	1.0	1.0
THE MENTALIST	2/24/13	1,000,000	1.0	1.0
THE MENTALIST	3/3/13	1,000,000	1.0	1.0
THE MENTALIST	3/10/13	1,000,000	1.0	1.0
THE MENTALIST	3/17/13	1,000,000	1.0	1.0
THE MENTALIST	3/24/13	1,000,000	1.0	1.0
THE MENTALIST	3/31/13	1,000,000	1.0	1.0
THE MENTALIST	4/7/13	1,000,000	1.0	1.0
THE MENTALIST	4/14/13	1,000,000	1.0	1.0
THE MENTALIST	4/21/13	1,000,000	1.0	1.0
THE MENTALIST	4/28/13	1,000,000	1.0	1.0
THE MENTALIST	5/5/13	1,000,000	1.0	1.0
THE MENTALIST	5/12/13	1,000,000	1.0	1.0
THE MENTALIST	5/19/13	1,000,000	1.0	1.0
THE MENTALIST	5/26/13	1,000,000	1.0	1.0
THE MENTALIST	6/2/13	1,000,000	1.0	1.0
THE MENTALIST	6/9/13	1,000,000	1.0	1.0
THE MENTALIST	6/16/13	1,000,000	1.0	1.0
THE MENTALIST	6/23/13	1,000,000	1.0	1.0
THE MENTALIST	6/30/13	1,000,000	1.0	1.0
THE MENTALIST	7/7/13	1,000,000	1.0	1.0
THE MENTALIST	7/14/13	1,000,000	1.0	1.0
THE MENTALIST	7/21/13	1,000,000	1.0	1.0
THE MENTALIST	7/28/13	1,000,000	1.0	1.0
THE MENTALIST	8/4/13	1,000,000	1.0	1.0
THE MENTALIST	8/11/13	1,000,000	1.0	1.0
THE MENTALIST	8/18/13	1,000,000	1.0	1.0
THE MENTALIST	8/25/13	1,000,000	1.0	1.0
THE MENTALIST	9/1/13	1,000,000	1.0	1.0
THE MENTALIST	9/8/13	1,000,000	1.0	1.0
THE MENTALIST	9/15/13	1,000,000	1.0	1.0
THE MENTALIST	9/22/13	1,000,000	1.0	1.0
THE MENTALIST	9/29/13	1,000,000	1.0	1.0
THE MENTALIST	10/6/13	1,000,000	1.0	1.0
THE MENTALIST	10/13/13	1,000,000	1.0	1.0
THE MENTALIST	10/20/13	1,000,000	1.0	1.0
THE MENTALIST	10/27/13	1,000,000	1.0	1.0
THE MENTALIST	11/3/13	1,000,000	1.0	1.0
THE MENTALIST	11/10/13	1,000,000	1.0	1.0
THE MENTALIST	11/17/13	1,000,000	1.0	1.0
THE MENTALIST	11/24/13	1,000,000	1.0	1.0
THE MENTALIST	12/1/13	1,000,000	1.0	1.0
THE MENTALIST	12/8/13	1,000,000	1.0	1.0
THE MENTALIST	12/15/13	1,000,000	1.0	1.0
THE MENTALIST	12/22/13	1,000,000	1.0	1.0
THE MENTALIST	12/29/13	1,000,000	1.0	1.0
THE MENTALIST	1/5/14	1,000,000	1.0	1.0
THE MENTALIST	1/12/14	1,000,000	1.0	1.0
THE MENTALIST	1/19/14	1,000,000	1.0	1.0
THE MENTALIST	1/26/14	1,000,000	1.0	1.0

2.7 7	3.0 8	3.2 7	3.2 7	2.8 6	2.9 6	2.7 6	2.8 6	2.7 6
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PBS

	AVERAGE AUDIENCE SHARE AUDIENCE %
1990-1991	1.0
1991-1992	1.0
1992-1993	1.0
1993-1994	1.0
1994-1995	1.0
1995-1996	1.0
1996-1997	1.0
1997-1998	1.0
1998-1999	1.0
1999-2000	1.0
2000-2001	1.0
2001-2002	1.0
2002-2003	1.0
2003-2004	1.0
2004-2005	1.0
2005-2006	1.0
2006-2007	1.0
2007-2008	1.0
2008-2009	1.0
2009-2010	1.0
2010-2011	1.0
2011-2012	1.0
2012-2013	1.0
2013-2014	1.0
2014-2015	1.0
2015-2016	1.0
2016-2017	1.0
2017-2018	1.0
2018-2019	1.0
2019-2020	1.0
2020-2021	1.0
2021-2022	1.0
2022-2023	1.0
2023-2024	1.0
2024-2025	1.0
2025-2026	1.0
2026-2027	1.0
2027-2028	1.0
2028-2029	1.0
2029-2030	1.0
2030-2031	1.0
2031-2032	1.0
2032-2033	1.0
2033-2034	1.0
2034-2035	1.0
2035-2036	1.0
2036-2037	1.0
2037-2038	1.0
2038-2039	1.0
2039-2040	1.0
2040-2041	1.0
2041-2042	1.0
2042-2043	1.0
2043-2044	1.0
2044-2045	1.0
2045-2046	1.0
2046-2047	1.0
2047-2048	1.0
2048-2049	1.0
2049-2050	1.0
2050-2051	1.0
2051-2052	1.0
2052-2053	1.0
2053-2054	1.0
2054-2055	1.0
2055-2056	1.0
2056-2057	1.0
2057-2058	1.0
2058-2059	1.0
2059-2060	1.0
2060-2061	1.0
2061-2062	1.0
2062-2063	1.0
2063-2064	1.0
2064-2065	1.0
2065-2066	1.0
2066-2067	1.0
2067-2068	1.0
2068-2069	1.0
2069-2070	1.0
2070-2071	1.0
2071-2072	1.0
2072-2073	1.0
2073-2074	1.0
2074-2075	1.0
2075-2076	1.0
2076-2077	1.0
2077-2078	1.0
2078-2079	1.0
2079-2080	1.0
2080-2081	1.0
2081-2082	1.0
2082-2083	1.0
2083-2084	1.0
2084-2085	1.0
2085-2086	1.0
2086-2087	1.0
2087-2088	1.0
2088-2089	1.0
2089-2090	1.0
2090-2091	1.0
2091-2092	1.0
2092-2093	1.0
2093-2094	1.0
2094-2095	1.0
2095-2096	1.0
2096-2097	1.0
2097-2098	1.0
2098-2099	1.0
2099-2100	1.0
2100-2101	1.0
2101-2102	1.0
2102-2103	1.0
2103-2104	1.0
2104-2105	1.0
2105-2106	1.0
2106-2107	1.0
2107-2108	1.0
2108-2109	1.0
2109-2110	1.0
2110-2111	1.0
2111-2112	1.0
2112-2113	1.0
2113-2114	1.0
2114-2115	1.0
2115-2116	1.0
2116-2117	1.0
2117-2118	1.0
2118-2119	1.0
2119-2120	1.0
2120-2121	1.0

2.4 6	2.5 6	3.3 7	3.7 8	2.8 6	3.0 6	3.0 6	2.6 6	1.9 4
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CABLE ORIG.

	AVERAGE AUDIENCE SHARE AUDIENCE %
1990-1991	1.0
1991-1992	1.0
1992-1993	1.0
1993-1994	1.0
1994-1995	1.0
1995-1996	1.0
1996-1997	1.0
1997-1998	1.0
1998-1999	1.0
1999-2000	1.0
2000-2001	1.0
2001-2002	1.0
2002-2003	1.0
2003-2004	1.0
2004-2005	1.0
2005-2006	1.0
2006-2007	1.0
2007-2008	1.0
2008-2009	1.0
2009-2010	1.0
2010-2011	1.0
2011-2012	1.0
2012-2013	1.0
2013-2014	1.0
2014-2015	1.0
2015-2016	1.0
2016-2017	1.0
2017-2018	1.0
2018-2019	1.0
2019-2020	1.0
2020-2021	1.0
2021-2022	1.0
2022-2023	1.0
2023-2024	1.0
2024-2025	1.0
2025-2026	1.0
2026-2027	1.0
2027-2028	1.0
2028-2029	1.0
2029-2030	1.0
2030-2031	1.0
2031-2032	1.0
2032-2033	1.0
2033-2034	1.0
2034-2035	1.0
2035-2036	1.0
2036-2037	1.0
2037-2038	1.0
2038-2039	1.0
2039-2040	1.0
2040-2041	1.0
2041-2042	1.0
2042-2043	1.0
2043-2044	1.0
2044-2045	1.0
2045-2046	1.0
2046-2047	1.0
2047-2048	1.0
2048-2049	1.0
2049-2050	1.0
2050-2051	1.0
2051-2052	1.0
2052-2053	1.0
2053-2054	1.0
2054-2055	1.0
2055-2056	1.0
2056-2057	1.0
2057-2058	1.0
2058-2059	1.0
2059-2060	1.0
2060-2061	1.0
2061-2062	1.0
2062-2063	1.0
2063-2064	1.0
2064-2065	1.0
2065-2066	1.0
2066-2067	1.0
2067-2068	1.0
2068-2069	1.0
2069-2070	1.0
2070-2071	1.0
2071-2072	1.0
2072-2073	1.0
2073-2074	1.0
2074-2075	1.0
2075-2076	1.0
2076-2077	1.0
2077-2078	1.0
2078-2079	1.0
2079-2080	1.0
2080-2081	1.0
2081-2082	1.0
2082-2083	1.0
2083-2084	1.0
2084-2085	1.0
2085-2086	1.0
2086-2087	1.0
2087-2088	1.0
2088-2089	1.0
2089-2090	1.0
2090-2091	1.0
2091-2092	1.0
2092-2093	1.0
2093-2094	1.0
2094-2095	1.0
2095-2096	1.0
2096-2097	1.0
2097-2098	1.0
2098-2099	1.0
2099-2100	1.0
2100-2101	1.0
2101-2102	1.0
2102-2103	1.0
2103-2104	1.0
2104-2105	1.0
2105-2106	1.0
2106-2107	1.0
2107-2108	1.0
2108-2109	1.0
2109-2110	1.0
2110-2111	1.0
2111-2112	1.0
2112-2113	1.0
2113-2114	1.0
2114-2115	1.0
2115-2116	1.0
2116-2117	1.0
2117-2118	1.0
2118-2119	1.0
2119-2120	1.0
2120-2121	1.0

6.0 16	5.7 14	5.3 12	5.1 11	4.8 10	5.0 10	4.9 10	4.8 10	3.8 9
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PAY SERVICES

	AVERAGE AUDIENCE SHARE AUDIENCE %
1990-1991	1.0
1991-1992	1.0
1992-1993	1.0
1993-1994	1.0
1994-1995	1.0
1995-1996	1.0
1996-1997	1.0
1997-1998	1.0
1998-1999	1.0
1999-2000	1.0
2000-2001	1.0
2001-2002	1.0
2002-2003	1.0
2003-2004	1.0
2004-2005	1.0
2005-2006	1.0
2006-2007	1.0
2007-2008	1.0
2008-2009	1.0
2009-2010	1.0
2010-2011	1.0
2011-2012	1.0
2012-2013	1.0
2013-2014	1.0
2014-2015	1.0
2015-2016	1.0
2016-2017	1.0
2017-2018	1.0
2018-2019	1.0
2019-2020	1.0
2020-2021	1.0
2021-2022	1.0
2022-2023	1.0
2023-2024	1.0
2024-2025	1.0
2025-2026	1.0
2026-2027	1.0
2027-2028	1.0
2028-2029	1.0
2029-2030	1.0
2030-2031	1.0
2031-2032	1.0
2032-2033	1.0
2033-2034	1.0
2034-2035	1.0
2035-2036	1.0
2036-2037	1.0
2037-2038	1.0
2038-2039	1.0
2039-2040	1.0
2040-2041	1.0
2041-2042	1.0
2042-2043	1.0
2043-2044	1.0
2044-2045	1.0
2045-2046	1.0
2046-2047	1.0
2047-2048	1.0
2048-2049	1.0
2049-2050	1.0
2050-2051	1.0
2051-2052	1.0
2052-2053	1.0
2053-2054	1.0
2054-2055	1.0
2055-2056	1.0
2056-2057	1.0
2057-2058	1.0
2058-2059	1.0
2059-2060	1.0
2060-2061	1.0
2061-2062	1.0
2062-2063	1.0
2063-2064	1.0
2064-2065	1.0
2065-2066	1.0
2066-2067	1.0
2067-2068	1.0
2068-2069	1.0
2069-2070	1.0
2070-2071	1.0
2071-2072	1.0
2072-2073	1.0
2073-2074	1.0
2074-2075	1.0
2075-2076	1.0
2076-2077	1.0
2077-2078	1.0
2078-2079	1.0
2079-2080	1.0
2080-2081	1.0
2081-2082	1.0
2082-2083	1.0
2083-2084	1.0
2084-2085	1.0
2085-2086	1.0
2086-2087	1.0
2087-2088	1.0
2088-2089	1.0
2089-2090	1.0
2090-2091	1.0
2091-2092	1.0
2092-2093	1.0
2093-2094	1.0
2094-2095	1.0
2095-2096	1.0
2096-2097	1.0
2097-2098	1.0
2098-2099	1.0
2099-2100	1.0
2100-2101	1.0
2101-2102	1.0
2102-2103	1.0
2103-2104	1.0
2104-2105	1.0
2105-2106	1.0
2106-2107	1.0
2107-2108	1.0
2108-2109	1.0
2109-2110	1.0
2110-2111	1.0
2111-2112	1.0
2112-2113	1.0
2113-2114	1.0
2114-2115	1.0
2115-2116	1.0
2116-2117	1.0
2117-2118	1.0
2118-2119	1.0
2119-2120	1.0
2120-2121	1.0

2.7 7	2.8 7	4.1 9	4.6 10	5.5 11	5.5 11	5.7 12	4.2 9	3.9 9
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U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
HUT	36.7	33.9	30.7	28.5	26.3	24.7	21.9	19.7	17.5	16.0	14.9	13.7	12.3	11.1				

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

(1)
{ 1,680
1.9
% 8
% 1.9

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{ 6.4 * 5.8 * 5.1 *
16 * 17 * 17 *
% 6.5 6.3 6.2 5.4 5.1 5.0 4.7

NFL PRE-SEASON FTBL.
WASHINGTON VS. LA BALDERS
(10:00-1:11)(PAE)

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{ 5,580
6.3 7.5 * 5.9 *
21 21 * 20 *
% 8.0 7.0 6.1 5.7 5.2

SATURDAY NIGHT
(11:30-12:51)(PAE)

(PAE)

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

8.7 25 6.9 23 6.3 25 4.9 24 3.4 20 3.1 22 2.8 24

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.3 7 1.8 6 1.8 7 1.5 7 0.9 5 0.7 5 ^ 0.7 6 ^

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.8 5 1.2 4 1.1 4 0.7 3 ^ 0.5 3 ^ 0.3 2 ^ 0.1 1 v

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.9 11 3.2 11 2.9 11 2.4 12 2.2 13 2.1 15 1.8 15

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.2 12 3.6 12 3.4 13 3.1 15 2.7 16 2.6 18 2.3 20

U.S. TV HOUSEHOLDS: 88,600,000
(1) ABC WEEKEND REPORT-SAT., ABC, (11:30-11:45)

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	44.5	46.0	48.0	49.3	51.2	53.9	56.2	58.0	57.2	58.0	58.6	59.1	58.3	57.7	56.3	54.6	47.1	41.6

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

	DISNEY SUNDAY MOVIE DOWN THE LONG HILLS, PT. 1 (R)				MACGYVER (R)				ABC SUNDAY NIGHT MOVIE LEFTING GO (R)(PAE)									
{	5,580				6,380				10,280									
%	6.3	5.8 *			7.2 *	6.7 *			11.6 *	10.9 *			11.7 *		11.5 *		12.0 *	
%	13	13 *			13 *	13 *			20 *	19 *			20 *		20 *		22 *	
%	5.7	5.9	6.5	6.9	6.3	7.1	7.4	8.1	10.6	11.3	11.7	11.7	11.8	11.3	12.0	12.1		

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

	60 MINUTES				MURDER, SHE WROTE (R)				CBS SUNDAY MOVIE OUTRAGE (R)(PAE)									
{	13,820				13,820				13,110									
%	15.6	14.9 *			15.6 *	15.1 *			14.8 *	13.8 *			14.3 *		15.4 *		15.8 *	
%	33	33 *			34 *	29 *			26 *	24 *			24 *		27 *		29 *	
%	14.3	15.5	16.2	16.5	14.9	15.4	16.1	16.1	13.9	13.7	13.9	14.6	15.1	15.6	16.0	15.6		

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

	RAGS TO RICHES (R)				FAMILY TIES (R)				NBC SUNDAY NIGHT MOVIE DRESS GRAY, PT. 1 (R)									
{	4,700				8,510				8,510									
%	5.3	4.8 *			9.6 *	9.0 *			9.6 *	9.2 *			9.7 *		9.7 *		9.7 *	
%	11	11 *			17 *	17 *			17 *	16 *			16 *		17 *		18 *	
%	4.6	4.9	5.5	6.1	8.5	9.5	10.5	10.2	9.0	9.3	9.6	9.8	9.8	9.7	9.7	9.6		

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

	11.6		12.1		12.5		12.8		11.6		11.6		9.6		8.5		6.5	
	26		25		24		22		20		20		17		15		15	

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

	2.8		3.0		3.1		3.4		2.8		3.1		2.5		2.3		2.2	
	6		6		6		6		5		5		4		4		5	

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

	1.9		1.9		2.7		2.9		2.3		2.1		1.8		1.4		1.2	
	4		4		5		5		4		4		3		3		3	

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

	5.8		5.7		6.1		7.1		7.5		6.9		7.1		6.8		5.4	
	13		12		12		12		13		12		12		12		12	

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

	3.8		4.0		4.5		4.9		6.7		7.7		7.7		5.3		4.6	
	8		8		9		9		12		13		13		10		10	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
HUT	35.3	32.0	27.0	24.7	22.0	19.4	16.9	15.2	13.4	12.2	10.5	9.3	8.4	7.7				

ABC TV

(1)

AVERAGE AUDIENCE { 1,950
 (Hhlds (000) & %) 2.2
 SHARE AUDIENCE % 10
 AVG. AUD. BY 1/4 HR % 2.2

CBS TVCBS
SUNDAY
NEWS

AVERAGE AUDIENCE { 2,660
 (Hhlds (000) & %) 3.0
 SHARE AUDIENCE % 7
 AVG. AUD. BY 1/4 HR % 3.0

NBC TV

(2) (PAE)

AVERAGE AUDIENCE { 1,590
 (Hhlds (000) & %) 1.8
 SHARE AUDIENCE % 5
 AVG. AUD. BY 1/4 HR % 1.8

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE 6.0 5.1 4.0 3.1 2.6 1.9 1.5
 SHARE AUDIENCE % 18 20 19 19 20 19 19

SUPERSTATIONS

AVERAGE AUDIENCE 1.9 1.4 1.0 0.7 ^ 0.7 ^ 0.7 ^ 0.5 ^
 SHARE AUDIENCE % 6 5 5 4 ^ 5 ^ 7 ^ 6 ^

PBS

AVERAGE AUDIENCE 1.2 0.9 0.6 ^ 0.4 ^ 0.2 ^ 0.1 v 0.1 v
 SHARE AUDIENCE % 4 3 3 ^ 2 ^ 2 ^ 1 v 1 v

CABLE ORIG.

AVERAGE AUDIENCE 5.5 3.4 2.7 2.1 1.8 1.5 1.2
 SHARE AUDIENCE % 16 13 13 13 14 15 15

PAY SERVICES

AVERAGE AUDIENCE 4.2 3.5 3.0 2.8 2.6 2.0 1.8
 SHARE AUDIENCE % 12 14 14 17 20 20 23

U.S. TV HOUSEHOLDS: 88,600,000
 (1) ABC WEEKEND REPORT-SUN.,ABC,(11:30-11:45)
 (2) G MICHAELS SPORTS MACHINE,NBC,(11:30-11:45)

For explanation of symbols, See page B.

TIME	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15
HUT	7.3	8.5	9.7	11.4	13.1	14.8	15.8	16.7	17.7	19.1	20.0	20.9	21.9	23.0	23.4	23.8	22.2	23.0

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

(PAE)	(1)	(PAE)	(2)	GOOD MORNING AMERICA-730 (CO-OP) (PARTICIPATING) (PAE)				GOOD MORNING AMERICA-830 (CO-OP) (PARTICIPATING) (PAE)										
	1,030		1,520				2,710				2,890							
	1.2		1.7				3.1				3.3							
	14		15				19				16							
	1.2		1.7				3.0	3.1			3.3	3.2						

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

		CBS MORNING NEWS-6:30AM			CBS THIS MORNING-A (SUS)			CBS THIS MORNING-1			CBS THIS MORNING-B (SUS)			CBS THIS MORNING-2			FAMILY FEUD	
			740					1,810					1,880				2,990	
			0.8					2.0					2.1				3.4	
			10					13					10				15	
			0.7	0.9				2.1	1.9				2.0	2.2			3.2	3.6

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

	NBC NEWS AT SUNRISE (PAE)				TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING) (PAE)				TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING) (PAE)								SALE OF THE CENTURY (PAE)	
	1,540							3,260				3,440					2,750	
	1.7							3.7				3.9					3.1	
	22							22				19					14	
	1.5	2.0						3.6	3.7			3.9	3.9				3.0	3.2

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.5		2.3		3.7		4.7		5.6		6.4		5.9		5.9		5.7	
19		22		26		29		31		31		26		25		25	

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.6		0.7		1.2		1.5		1.7		1.9		1.7		1.9		1.6	
7		7		9		9		9		9		8		8		7	

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

<<		0.1	^	0.4	^	0.5		0.9		1.2		1.5		1.7		1.5	
<<		1	^	3	^	3		5		6		7		7		7	

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.3		1.4		1.6		1.8		1.9		2.5		2.8		3.0		2.8	
16		13		12		11		11		12		12		13		12	

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.8		0.7		0.7		0.9		1.1		1.3		1.6		1.3		1.4	
10		7		5		5		6		6		7		6		6	

U.S. TV HOUSEHOLDS: 88,600,000
(1) ABC WORLD NEWS-MORN-615A,ABC,(6:15-6:30)
(2) ABC WORLD NEWS-MORN-645A,ABC,(6:45-7:00)

For explanation of symbols, See page B.

TIME	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	23.4	23.9	24.2	25.1	25.5	26.6	27.9	28.7	28.8	29.6	31.0	31.8	31.5	31.5	30.5	30.7	30.4	30.6
ABC TV AVERAGE AUDIENCE (Hhlds (000) & %) { SHARE AUDIENCE % AVG. AUD. BY 1/4 HR %																		
			GROWING PAINS (PAE)		HOME		RYAN'S HOPE		LOVING (MTTHF)(PAE)		← ALL MY CHILDREN →			← ONE LIFE TO LIVE (PAE) →				
			3,310		2,450		2,040		3,060		6,110			6,540				
			3.7		2.8		2.3		3.5		6.9		6.5 *	7.3 *	7.4	7.3 *		7.5 *
			15		11		8		12		22		21 *	23 *	24	24 *		24 *
			3.6	3.9	2.9	2.6	2.2	2.3	3.3	3.6	6.2	6.8	7.2	7.3	7.2	7.4	7.5	7.5
CBS TV AVERAGE AUDIENCE (Hhlds (000) & %) { SHARE AUDIENCE % AVG. AUD. BY 1/4 HR %																		
		NEW CARD SHARKS		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (PAE)			← YOUNG AND THE RESTLESS → (PAE)			BOLD AND THE BEAUTIFUL		← AS THE WORLD TURNS → (PAE)				
		3,030		4,550		5,970			6,930			4,660		5,620				
		3.4		5.1		6.7			7.8	7.9 *		5.3		6.3	6.3 *			6.4 *
		14		21		26			27	28 *		17		21	20 *			21 *
		3.4	3.5	4.8	5.5	6.4	7.1		7.7	8.2	7.9	5.3	5.2	6.2	6.3	6.5	6.4	6.4
NBC TV AVERAGE AUDIENCE (Hhlds (000) & %) { SHARE AUDIENCE % AVG. AUD. BY 1/4 HR %																		
		CLASSIC CONCENTRATION		WHEEL OF FORTUNE (PAE)		WIN, LOSE OR DRAW		SUPER PASSWORD (PAE)	SCRABBLE (MTTHF)(PAE)		← DAYS OF OUR LIVES → (PAE)			← ANOTHER WORLD → (PAE)				
		3,530		4,320		4,090		3,280	4,080		6,680			4,610				
		4.0		4.9		4.6		3.7	4.6		7.5	7.3 *		5.2	5.3 *			5.0 *
		17		19		18		13	16		24	23 *		17	17 *			17 *
		3.8	4.2	4.7	5.0	4.5	4.8	3.6	4.5	4.8	7.0	7.5	7.9	7.8	5.5	5.2	5.1	5.0
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE SHARE AUDIENCE %																		
		5.7		5.2		5.5		5.9	6.7		6.4		7.0		6.8		6.8	
		24		21		21		21	23		20		22		22		22	
SUPERSTATIONS AVERAGE AUDIENCE SHARE AUDIENCE %																		
		1.7		1.7		1.8		1.9	2.2		1.9		1.8		1.8		1.8	
		7		7		7		7	7		6		6		6		6	
PBS AVERAGE AUDIENCE SHARE AUDIENCE %																		
		1.4		0.9		0.9		0.9	0.9		0.7		0.7		0.7		0.7	
		6		4		3		3	3		2		2		2		2	
CABLE ORIG. AVERAGE AUDIENCE SHARE AUDIENCE %																		
		3.1		3.1		3.3		3.6	3.5		3.8		3.9		4.0		3.9	
		13		13		13		13	12		12		12		13		13	
PAY SERVICES AVERAGE AUDIENCE SHARE AUDIENCE %																		
		1.3		1.4		1.3		1.6	1.7		1.6		1.5		1.5		1.4	
		5		6		5		6	6		5		5		5		5	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	29.6	30.2	30.7	31.3	31.5	32.8	33.6	35.1	35.6	37.3	38.6	40.4	45.2	46.5	47.1	47.5

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← GENERAL HOSPITAL →

(PAE)

ABC WORLD
NEWS TONIGHT

6,340				
7.2	7.1	*		7.2
24	24	*		23
7.1	7.0		7.2	7.2

7,710	
8.7	
19	
8.6	8.9

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← GUIDING LIGHT (PAE) →

(PAE)

CBS EVENING
NEWS-RATHER

5,030				
5.7	5.7	*		5.7
19	19	*		18
5.7	5.6		5.7	5.7

7,800	
8.8	
19	
8.8	8.7

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← SANTA BARBARA (PAE) →

(PAE)

(PAE)

NBC NIGHTLY
NEWS

4,060				
4.6	4.6	*		4.6
15	15	*		15
4.6	4.5		4.5	4.7

7,300	
8.2	
19	
8.2	8.3

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

7.6		8.3		8.6		9.3		9.9		10.8		13.4		14.0
25		27		27		27		27		27		29		30

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.9		2.2		2.2		2.5		2.4		2.6		2.9		3.0
6		7		7		7		7		7		6		6

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.7		0.9		0.8		0.9		0.8		0.9		1.1		1.3
2		3		2		3		2		2		2		3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.4		4.5		4.6		4.8		4.5		4.9		4.9		5.2
15		15		14		14		12		12		11		11

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.3		1.3		1.3		1.2		1.3		1.3		1.9		2.3
4		4		4		3		4		3		4		5

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	6.7	7.3	8.1	9.1	10.4	12.3	14.2	16.2	17.9	19.9	21.9	23.2	24.3	25.5	25.4	25.7	26.3	26.7

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

LITTLE WIZARDS	ALL NEW POUND PUPPIES	MY PET MONSTER	FLINTSTONE KIDS	REAL GHOSTBUSTERS I	REAL GHOSTBUSTERS II	BUNNY/TWEETY SHOW I
1,060	1,680	2,300	3,010	3,810	4,080	4,610
1.2	1.9	2.6	3.4	4.3	4.6	5.2
11	12	14	15	17	18	19
1.0	1.4	1.7	2.0	2.3	2.9	3.1
				3.6	4.1	4.5
					4.6	4.6
						5.0
						5.4

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

HELLO KITTY	MUPPET BABIES I	MUPPET BABIES II	MUPPET BABIES III	PEE WEE'S PLAYHOUSE	MIGHTY MOUSE	POPEYE & SON
1,510	2,300	3,100	3,810	4,700	3,370	3,540
1.7	2.6	3.5	4.3	5.3	3.8	4.0
15	17	19	19	21	15	15
1.5	1.8	2.5	2.8	3.3	3.7	4.0
				4.1	4.5	
				5.1	5.4	
					3.8	3.8
						4.0
						3.9

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

GUMMI BEARS (PAE)	SMURFS I	SMURFS II	SMURFS III (PAE)	ALF-SAT MORN (PAE)	ALVIN AND THE CHIPMUNKS	FRAGGLE ROCK
2,040	2,480	3,190	3,900	3,990	4,780	3,630
2.3	2.8	3.6	4.4	4.5	5.4	4.1
20	18	19	19	18	21	15
2.0	2.6	2.6	3.0	3.6	3.7	4.2
				4.3	4.6	
				4.4	4.6	
					5.3	5.6
						4.0

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.7	2.1	2.5	3.3	3.9	4.7	4.8	5.4	5.8
24	24	22	22	21	21	19	21	22

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.7	0.9	0.9	1.2	1.1	1.1	1.0	1.3	1.7
10	10	8	8	6	5	4	5	6

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.1	0.1	0.3	0.5	0.9	1.2	1.0	1.1	1.5
1	1	3	3	5	5	4	4	6

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.4	1.7	2.4	2.8	2.8	3.1	3.7	4.0	4.3
20	20	21	18	15	14	15	16	16

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.2	1.3	1.4	1.8	2.3	2.3	2.4	2.2	2.1
17	15	12	12	12	10	10	9	8

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	26.9	27.3	27.1	27.1	26.5	27.2	26.4	26.1	25.5	26.3	27.0	27.8	28.5	29.2	29.4	30.4	30.5	30.6

ABC TV

AVERAGE AUDIENCE (Hhlds (000) & %)	{	4,520		3,190		1,680		1,860										
SHARE AUDIENCE %	%	5.1		3.6		1.9		2.1										
AVG. AUD. BY 1/4 HR	%	19		13		7		8										
	%	5.2	5.1	3.6	3.6	2.0	1.8	2.1	2.2									

BUGS BUNNY/TWEETY SHOW (1)
ANIMAL CRACK-UPS
HEALTH SHOW

CBS TV

AVERAGE AUDIENCE (Hhlds (000) & %)	{	3,190		3,010		3,010												
SHARE AUDIENCE %	%	3.6		3.4		3.4												
AVG. AUD. BY 1/4 HR	%	13		13		13												
	%	3.5	3.6	3.4	3.3	3.4	3.4											

DENNIS THE MENACE
TEEN WOLF
GALAXY HIGH SCHOOL

NBC TV

AVERAGE AUDIENCE (Hhlds (000) & %)	{	2,920		2,130		1,680												
SHARE AUDIENCE %	%	3.3		2.4		1.9												
AVG. AUD. BY 1/4 HR	%	12		9		7												
	%	3.4	3.3	2.3	2.5	1.9	1.9											

NEW ARCHIES
FOOFUR (PAE)
I'M TELLING
(2) ← NBC MAJOR LEAGUE BASEBALL
OAKLAND VS. BOSTON, HOUSTON VS. PITTSBURGH (MULTI SEGMENT) (PAE)INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	6.5		6.7		7.3		6.9		7.2		7.2		7.8		8.1		9.0	
SHARE AUDIENCE %	24		25		27		26		28		26		27		27		29	

SUPERSTATIONS

AVERAGE AUDIENCE	1.9		2.0		2.2		1.8		1.6		1.8		2.0		2.4		2.7	
SHARE AUDIENCE %	7		7		8		7		6		7		7		8		9	

PBS

AVERAGE AUDIENCE	1.7		1.7		1.1		1.5		1.6		1.5		1.4		1.8		1.6	
SHARE AUDIENCE %	6		6		4		6		6		5		5		6		5	

CABLE ORIG.

AVERAGE AUDIENCE	4.0		4.3		4.8		5.5		5.2		5.4		5.4		5.3		5.1	
SHARE AUDIENCE %	15		16		18		21		20		20		19		18		17	

PAY SERVICES

AVERAGE AUDIENCE	2.3		2.8		2.8		3.0		3.1		3.1		2.7		2.8		2.7	
SHARE AUDIENCE %	8		10		10		11		12		11		9		9		9	

U.S. TV HOUSEHOLDS: 88,600,000
(1) ABC WEEKEND SPECIALS, THE REVENGE OF RED CHIEF, ABC, (1:00-1:30), (R)
(2) NBC MAJOR LEAGUE PRE GAME, (PAE), NBC, (2:00-2:17)

For explanation of symbols, See page B.

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	30.4	31.2	31.7	32.3	32.1	32.9	33.0	33.9	35.0	36.0	36.4	36.8						

ABC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← ABC WIDE WORLD-SPORTS SAT →

ABC WRLD NEWS
TONIGHT-SAT

3,720													4,610					
4.2	3.5	*		4.0	*		4.8	*		4.7	*		5.2					
13	11	*		12	*		14	*		13	*		13					
3.3	3.6	3.9		4.0	4.5		5.1	4.7		4.7			5.2	5.2				

CBS TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← INTERNATIONAL GOLF-SAT →

CBS SAT. NEWS-
SCHIEFFER

3,190													4,780					
3.6	3.0	*		3.6	*		3.9	*		3.7	*		5.4					
11	10	*		11	*		12	*		11	*		14					
2.9	3.2	3.5		3.7	4.1		3.6	3.5		3.9			5.3	5.5				

NBC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← NBC MAJOR LEAGUE BASEBALL
OAKLAND VS BOSTON, HOUSTON VS PITTSBURGH
(MULTI SEGMENT)(PAE) →NBC NIGHTLY
NEWS-SAT.

													5,400					
	7.0	*		6.6	*		6.5	*		5.1	*		6.1					
	23	*		21	*		20	*		15	*		16					
7.2	6.9	6.4		6.6	6.5		5.3	5.3		4.9			6.1	6.1				

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

9.5		10.1		9.7		10.5		10.2		10.9	
31		32		30		31		29		30	

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.8		3.0		3.1		3.2		3.4		3.5	
9		9		10		10		10		10	

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.7		1.8		1.9		2.2		2.2		1.9	
6		6		6		7		6		5	

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.4		6.1		5.9		6.1		5.5		5.5	
18		19		18		18		15		15	

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.7		2.3		2.6		2.8		3.2		2.6	
9		7		8		8		9		7	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	5.1	5.7	6.4	7.4	9.2	11.4	12.7	14.0	16.3	18.5	20.1	21.5	22.9	23.4	23.4	24.5	25.1	25.3

ABC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

CBS TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

FOR OUR TIMES
(SUS)

SUNDAY MORNING

FACE THE
NATION

3,460																		
3.9	3.2 *								3.9 *			4.5 *			2,570			
18	18 *								18 *			19 *			11			
2.8	3.6	3.8							4.1	4.4		4.5			3.0	2.8		

NBC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

SUNDAY TODAY

MEET THE PRESS

1,590																		
1.8	1.4 *				2.0 *				2.2 *		2,220							
12	13 *				14 *				12 *		2.5							
1.1	1.6	2.0			2.0	2.3			2.0	2.5	2.5							

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.3		1.6		2.7		3.7		4.7		5.9		6.5		7.8		9.3
24		23		26		28		27		28		28		33		37

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.5	^	0.6	^	1.0		1.3		1.5		1.8		1.6		1.9		2.6
9	^	9	^	10		10		9		9		7		8		10

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.1	v	0.2	^	0.6	^	0.8		1.0		1.2		1.2		1.2		1.0
2	v	3	^	6	^	6		6		6		5		5		4

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.1		1.8		2.7		3.2		3.6		4.3		4.7		5.1		4.9
20		26		26		24		21		21		20		21		19

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.2		1.4		1.4		1.9		2.4		3.1		3.2		3.0		3.3
22		20		14		14		14		15		14		13		13

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	25.6	26.8	27.5	27.6	28.3	29.0	29.3	29.9	30.3	30.6	30.3	30.5	30.5	30.5	30.5	31.1	31.9	32.6

ABC TV

←THIS WEEK-DAVID BRINKLEY→BUSINESS WORLD

AVERAGE AUDIENCE (Hhlds (000) & %)	{	3,370				1,150												
SHARE AUDIENCE	%	3.8	3.6 *		4.0	* 1.3												
AVG. AUD. BY 1/4 HR	%	13	13 *		14	* 5												
	%	3.4	3.8	4.0	4.1	1.3	1.3											

COCA-COLA/OLYMPIC TRIALS
(3:00-5:00)

3,460																		
3.9	3.2 *															3.8 *		
12	10 *															12 *		
3.0	3.4	3.7														3.9		

CBS TV

AVERAGE AUDIENCE (Hhlds (000) & %)	{																	
SHARE AUDIENCE	%																	
AVG. AUD. BY 1/4 HR	%																	

INTERNATIONAL GOLF-SUN
(3:00-6:00)

3,460																		
3.9	3.0 *															3.4 *		
12	10 *															11 *		
3.2	2.8	3.2														3.6		

NBC TV

AVERAGE AUDIENCE (Hhlds (000) & %)	{																	
SHARE AUDIENCE	%																	
AVG. AUD. BY 1/4 HR	%																	

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	9.3		9.9		10.7		11.3		10.1		9.8		10.2		11.2		11.4	
SHARE AUDIENCE %	35		36		37		38		33		32		33		36		35	

SUPERSTATIONS

AVERAGE AUDIENCE	2.6		3.6		3.9		4.0		3.0		2.8		2.9		3.2		3.0	
SHARE AUDIENCE %	10		13		14		14		10		9		10		10		9	

PBS

AVERAGE AUDIENCE	1.1		1.2		1.5		1.1		1.2		1.4		1.3		1.5		1.5	
SHARE AUDIENCE %	4		4		5		4		4		5		4		5		5	

CABLE ORIG.

AVERAGE AUDIENCE	4.7		5.7		6.4		6.6		6.1		6.3		5.8		5.8		5.9	
SHARE AUDIENCE %	18		21		22		22		20		21		19		19		18	

PAY SERVICES

AVERAGE AUDIENCE	3.7		3.1		2.6		2.8		3.5		3.7		3.3		2.8		3.1	
SHARE AUDIENCE %	14		11		9		9		11		12		11		9		10	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page 8.

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	32.6	33.0	33.0	33.4	33.7	34.0	35.1	35.7	37.2	38.6	39.9	40.9						

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

COCA-COLA/OLYMPIC TRIALS
(3:00-5:00)

INTERNATIONAL RACE
CHAMPS

ABC WRLD NEWS
TONIGHT-SUN

					3,010							4,960					
	3.8	*		4.6	* 3.4	3.3	*	3.4	*			5.6					
	12	*		14	* 10	10	*	9	*			13					
	3.9	3.8	4.3	5.0	3.4	3.2	3.3	3.5				5.6	5.6				

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

INTERNATIONAL GOLF-SUN
(3:00-6:00)

CBS EVENING
NEWS-SUNDAY

		4.1	*		4.3	*		4.2	*		5,320						
		13	*		13	*		12	*		6.0						
	4.0	4.2	4.2	4.3	4.3	4.2	4.4	4.4	5.7	6.4							

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

SPORTSWORLD

NBC NIGHTLY
NEWS-SUN

	3,010											5,140					
	3.4	3.0	*		3.2	*		3.5	*		3.8	*	5.8				
	10	9	*		10	*		10	*		11	*	14				
	3.0	3.1	3.1	3.2	3.6	3.5	3.8	3.9				5.8	5.7				

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

11.5		11.4		11.4		12.2		11.4		11.7
35		34		34		34		30		29

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.1		3.1		2.6		2.7		2.7		2.6
9		9		8		8		7		6

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.8		2.0		2.1		2.2		1.4		1.5
5		6		6		6		4		4

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

6.1		5.6		5.9		5.7		5.2		5.4
19		17		17		16		14		13

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.7		4.2		4.4		4.6		4.6		4.5
11		13		13		13		12		11

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

**SPECIAL REPORT: HOUSEHOLDS WITH CHILDREN
FOR CHILDRENS PROGRAMS**

SATURDAY, AUGUST 20, 1988

PROGRAM NAME START TIME	DURA TION	NET	HOUSEHOLDS WITH ANY CHILD:						
			UNDER 18 AA% (0,000)		UNDER 12 AA% (0,000)		UNDER 6 AA% (0,000)		
ABC WEEKEND SPECIALS(R)									
1.00PM	30	ABC	2.9	97	3.1	76	3.1	49	
ALF-SAT MORN									
10.00AM	30	NBC	8.9	303	9.7	242	9.4	150	
ALL NEW POUND PUPPIES									
8.30AM	30	ABC	4.1	139	5.2	130	5.7	91	
ALVIN AND THE CHIPMUNKS									
10.30AM	30	NBC	11.0	371	11.8	295	11.3	180	
ANIMAL CRACK-UPS									
12.00NN	30	ABC	5.6	189	5.7	143	5.3	84	
BUGS BUNNY/TWEETY SHOW I									
11.00AM	30	ABC	9.1	308	10.3	256	11.0	175	
BUGS BUNNY/TWEETY SHOW II									
11.30AM	30	ABC	9.0	306	9.9	248	10.7	170	
DENNIS THE MENACE									
11.30AM	30	CBS	7.4	249	8.6	214	7.7	122	
FLINTSTONE KIDS									
9.30AM	30	ABC	7.1	242	8.8	219	8.8	140	
FOOFUR									
12.00NN	30	NBC	5.0	169	5.9	147	6.3	101	
FRAGGLE ROCK									
11.00AM	30	NBC	8.3	279	9.8	243	9.4	149	
GALAXY HIGH SCHOOL									
12.30PM	30	CBS	6.9	234	8.1	201	6.9	110	
GUMMI BEARS									
8.00AM	30	NBC	4.4	147	5.4	135	5.4	86	
HELLO KITTY									
8.00AM	30	CBS	3.3	111	4.0	100	3.7	60	
I'M TELLING									
12.30PM	30	NBC	3.7	124	4.3	106	4.4	70	
LITTLE WIZARDS									
8.00AM	30	ABC	2.5	85	2.9	72	3.5	55	
MIGHTY MOUSE									
10.30AM	30	CBS	7.4	252	9.5	238	10.2	162	
MUPPET BABIES I									
8.30AM	30	CBS	5.6	190	7.0	174	6.3	101	
MUPPET BABIES II									
9.00AM	30	CBS	7.6	258	9.5	236	8.7	138	
MUPPET BABIES III									
9.30AM	30	CBS	9.1	309	11.7	291	11.4	181	
MY PET MONSTER									
9.00AM	30	ABC	5.7	191	7.3	181	7.4	118	

**SPECIAL REPORT: HOUSEHOLDS WITH CHILDREN
FOR CHILDRENS PROGRAMS**

SATURDAY, AUGUST 20, 1988

PROGRAM NAME	START TIME	DURA TION	HOUSEHOLDS WITH ANY CHILD:					
			NET	UNDER 18		UNDER 12		UNDER 6
				AA%	(0,000)	AA%	(0,000)	AA% (0,000)
NEW ARCHIES	11.30AM	30	NBC	6.5	219	7.5	188	7.2 115
PEE WEE'S PLAYHOUSE	10.00AM	30	CBS	11.1	374	13.8	345	14.6 233
POPEYE & SON	11.00AM	30	CBS	8.2	277	9.8	244	10.5 167
REAL GHOSTBUSTERS I	10.00AM	30	ABC	8.4	285	9.9	247	10.0 160
REAL GHOSTBUSTERS II	10.30AM	30	ABC	9.2	311	10.7	266	11.1 177
SMURFS I	8.30AM	30	NBC	5.1	173	6.1	153	6.6 105
SMURFS II	9.00AM	30	NBC	6.5	221	7.5	186	7.9 125
SMURFS III	9.30AM	30	NBC	8.5	286	9.2	229	9.7 154
TEEN WOLF	12.00NN	30	CBS	6.8	230	8.5	211	7.2 115

UE: 33810

UE: 24940

UE:15920

INTAB: 1333

INTAB:989

INTAB:623

EXPLANATION OF SYMBOLS APPEARING ON THESE PAGES:

IFR - BELOW MINIMUM INTAB STANDARDS
 << - BELOW MINIMUM RATING STANDARDS
 LT - BELOW MINIMUM PROJECTION STANDARDS